

EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY®



JUN 2015

#98

FREE

Healthy Diet in Japan

featuring Kinako,
Wakame, and Goma



*Beauty Products
Developed in Japan*

SPECIAL REPORT

Nicole Barmensofo
(Baker, Founder of KYOTOFU)

www.chopsticksnny.com

EQUITANCE™

The holistic approach
to bright, radiant skin

Reduces
the appearance of
dark spots
by 83%*



Discover brighter skin

Formulated with Linoleic acid, a natural ingredient derived from safflower seed oil, the Equitance skin care regimen visibly brightens dark spots and smooths uneven skin tone. Enriched with Japanese botanicals and using patented technology that delivers a continuous blend of ingredients to deliver radiant, flawless skin.

For a chance to WIN
1 of 100 FREE
TRIAL KITS valued at \$37

visit www.equitance-us.com
and subscribe to our newsletter with the
signup code CN515
on our website pop-up window.**

This offer expires
on 6/30/2015



*Based on clinical study after 4 weeks. Study conducted and evaluated by a dermatologist. **First time registrants only.

FEATURES

Annual Beauty and Health Issue

08 The Cornerstones of the Healthful Japanese Diet: Kinako, Goma, and Wakame

Presented here are three important ingredients that have contributed to a healthful Japanese diet for centuries, and how you can incorporate them into the Western kitchen.

13 Beauty Products Developed in Japan

Health and Beauty in Japan do not result only from the traditionally healthful Japanese diet, but are also aided by advanced technology.

14 K-Beauty in New York

Beauty Products Inspired by Japanese Culture

18 Vegetarian Dishes, Japanese Style

--Where Veggie Lovers Should Go in New York

15 Beauty Guide

17 Health Guide



Draw

Photo/Foto
www.istock.com

The theme on the cover of this month's issue, only posted in Japan, which encompasses more than 40 years. To know more about it, check out the article on page 42.

President/Editor

Ritsko Smith

Editor in Chief

Nishi Nakano

Writers

Emi Kameyama

Nishi Nakano

Motoko Furuta

Shirley Smith

Kate Williams

Freelancers

Shirley Smith

Art Director

Ritsko Smith

Sales Manager

Nishi Nakano

Sales Representative

Nishi Nakano

Marketing/PR/LLC

Shirley Smith

PEOPLE

02 NICOLE BERMENSOLO

Founder of KYOTOBU Bakery and acclaimed chef, Nicole Bermensolo, released her new book, 470+ TOFU Uniquely Delicious Japanese Desserts (Running Press) in May, sharing recipes that anyone can recreate, KYOTOBU's signature sweet treats.

WHAT'S NEW

04 **SOFT/ASANO** The Ultimate in Comfortable Kids' Clothing at SW+ Kids Soft **EGGS** Roman Lab's Incubator Finally Hatches

TRAVEL

44 Historical City Developed by Respected Leaders

Located at the southern tip of Yamagata Prefecture, Yamagata City embraces its historic history of the Utsunomiyas and shares it with all who visit.



© The City of Yamagata

FOOD

- 21 Text Kitchen
- 22 Grocery Guide
- 23 Japanese Restaurant Guide
- 24 Asian Restaurant Guide

LIFESTYLE

- 48 Product Review: Kama-kara Shorts
- 49 Shop Guide
- 42 What on Earth: Japanese Culture View

EVENT ENTERTAINMENT LEISURE

- 47 Focus: Bonas
- 48 School Guide
- 49 Japanese Crossword
- 50 Exhibition
- 50 Performance
- 51 Event
- 51 Happenings

Published by Trend For NY LLC
40 Exchange Pl. #100
New York, NY 10002
TEL: 212 431-8800
FAX: 212 431-8800
www.hopkinsny.com
For Advertising Info:
TEL: 212 431-8800
E-mail: info@hopkinsny.com
©2015 by Trend For NY LLC All rights reserved. Reproduction without permission is strictly prohibited. Trend For NY LLC is not responsible for any damage due to the contents of this article. Single COPY \$2.00 NY

Powered by The No.1 Japanese
Newspaper in NY/USA Japan





"If desserts are made with healthy ingredients, we can enjoy something small every day. The Japanese do!"

— NICOLE BERMENSOLO

KYOTOFU Bakery was one of New York's favorite dessert spots, a legend on the sweets scene. However, its founder and acclaimed chef, Nicole Bermensolo, closed the business at the height of its popularity, choosing to focus her business on wholesale operations. Now, anyone can recreate Kyotofu's signature sweet treats, thanks to the scrumptious recipes and photographs in her new book, KYOTOFU: Uniquely Delicious Japanese Desserts (Running Press). Bermensolo sat down to give Chopsticks NY a taste.



NICOLE BERMENSOLO founded KYOTOFU Bakery in 2005, one of the most popular bakeries in New York City. As business grew, Nicole closed the bakery in order to focus exclusively on her wholesale operation. She currently runs KYOTOFU and Hans Kitchens, selling her products nationwide. Nicole splits her time between New York and Los Angeles.

Congratulations on your book Nicole! Please tell us what was your goal in writing the book and sharing your dessert recipe secrets?

The purpose of my entire culinary career has been to introduce Americans to Japanese ingredients and the Japanese philosophy around food and desserts.

The book is titled KYOTOFU: Uniquely Delicious Japanese Desserts. What is the most unique dessert you've included in the book, and how difficult is it for readers to make?

The most unique dessert is probably the *anmōsu*—my take on a traditional Japanese favorite. It's time consuming and has a lot of steps, but it is not technically difficult.

The beauty of KYOTOFU sweets is that you combine Japanese ingredients within the American sweets tradition. Are your innovative techniques easy enough for any home cook to implement?

Absolutely. These recipes are geared to be executed in a home kitchen. That's the whole purpose of the book! All recipes are straightforward and don't require pastry training.

Dessert is such a favorite part of any meal - you reveal that it can actually be healthy. That's wonderful, but how is it possible? Please explain.

Desserts can be healthy! The key is moderation—moderation in terms of sweetness and heavier ingredients, and integrating seasonal, natural fruits and flavors.



Your book highlights healthy aspects of the Japanese diet. Can you please describe the key healthy aspects, and how you use them to make delicious desserts?

The key to the Japanese diet is balance. To omit an entire class of food is bowing to the Japanese. Instead, have smaller portions of fat, carbs, fruits and vegetables—all in balance. I apply the same mindset to desserts.

If desserts contain healthy ingredients, can we eat those desserts more often? And if so, how often?

Absolutely! If desserts are made with healthy ingredients, we can enjoy something small every day. The Japanese do!

Are there any Japanese ingredients that may be surprising to make dessert with?

Definitely ingredients like brown rice, miso, sesame, yuzu, and green tea are all surprising to make dessert with. But that's just the point—dessert shouldn't be all about chocolate, cream, and butter. You can integrate other, healthier ingredients for a healthier dessert. They are more interesting in terms of taste and texture, too.

Some of the Japanese ingredients might not be familiar to Americans and are even unavailable in the U.S. — can you give us a few examples? Any tips on how/where we can obtain those exotic ingredients?

Sure. Dorayaki, yuzu, matcha and kanten are just a few. Fortunately, all are available in the U.S. via Japanese grocery stores or online. A lot has changed since I first became interested in Japanese cuisine 20 years ago!

Was it hard to narrow down your amazing repertoire to the 75 recipes you introduce in the book?

Yes! I had hundreds of recipes from seven years of operating the restaurant, I tried to choose recipes that home cooks could execute without too many special tools or techniques.

You built your career on Wall Street, but made a daring switch to the restaurant business. What motivated you to make such a risky career move?

My heart wasn't in my job on Wall Street. I kept be-

ing drilled back to Japanese cuisine. I felt that I have a purpose in life to introduce aspects of Japanese cuisine to a wider audience.

When you opened KYOTOFU in 2006, it was a pioneer of healthy, restaurant desserts with a Japanese influence. How did you develop the concept and determine your signature flavors and combinations?

The concept was simply little bits of amazing things I had seen and tasted in Japan. In developing the concept, I tried to look at traditional Japanese flavors and ingredients in a new way.

KYOTOFU was very successful for many years, but you revealed that it was hard to keep the business going. Please share what was the hardest part about keeping New York customers interested and coming back for more?

New York customers weren't the hard part. For the most part, New Yorkers know good food and appreciate an earnest effort to make good food. Dishware in New York City, especially rent, is very prohibitive for a small food business.

Today, you're the pioneer of a different venture: Hana Kitchens, a bi-racialist business located in California and New York. Please

describe the unique role of Hana Kitchens? Hana Kitchens are incubator kitchens dedicated to guiding food entrepreneurs through the building and scaling of all aspects of the food business. It's very exciting to help other people start and grow their food concepts!

You traveled to Japan several times to do research. What are the things and places that inspired you most, and why?

The most impressive place in Japan to me, will always be Kyoto. The richness of its history, the centuries-old family food businesses, and the attitude and reverence shown to food is something very special. I have not seen any place else like Kyoto in my travels around the world.

What do you think are the next big Japanese ingredients that will make a splash in the American food market?

I'm really hoping to see shochu, or Japanese distilled liquor, make a bigger impact in the United States. It's so interesting, both as a drink and an ingredient. It can be distilled from a variety of things. I've had coffee shochu, sesame shochu, green tea shochu, sugar cane shochu... the list goes on and on!

—Interview by Julia Soto

KYOTOFU: Uniquely Delicious Japanese Desserts

by Nicole Romanese
Reprint Price
May 2015
\$29.95 US/\$34.95 CAN

The book introduces readers to the unique mix of healthy Japanese ingredients and American desserts that were pioneered by baker, Nicole Romanese at her award-winning New York bakery, KYOTOFU.

It presents seventy-five delicious recipes of both traditional Japanese desserts, and exciting modern interpretations including Chocolate Stuffed Dorayaki, Miso Chocolate Tart, Matcha Cheese Brûlée, and Shiso Sesame Caramel Mousse. Each chapter focuses on an ingredient—like miso, soy, lemons, and yuzu—and, along with the recipes, discusses how it is made, its traditional role in Japanese cuisine, and its health benefits. It's the ingredients that make these desserts truly unique and KYOTOFU provides a range of different sweet ways to choose these unique Japanese products with familiar but innovative recipes you'll treasure for years to come.





All Things New from Stores, Products to Events

SHOP/FASHION

The Ultimate in Comfortable Kids' Clothing at Bit's Kids SoHo

Just as we are getting ready for warm weather, Japanese kids' wear brand Bit's Kids has opened its third New York location in SoHo. The brand already offers fun, fashionable and functional clothing and accessories to active kids on the Upper West Side and in Tribeca, two neighborhoods with a nice residential and commercial balance. SoHo is a more fashionable and luxury area, however, and the new store attracts walk-in customers from all over the world.

Though the SoHo space is a bit smaller than the other Bit's Kids locations, it is fully stocked with the brand's fun-filled signature items, original New York designs and premium lines. By the back-to-school season, there are plans to offer premium items that will be sold exclusively at the SoHo store. Also, until the end of June, the new store has a "puroboru"—known as gunkatsu in Japan and hugely popular—a photo booth that allows customers to take four types of photos, with countless decorating options, and then print two sets of photo stickers. Try it with your children, friends and family and take a memory back home!

Until June 30, *Chopsticks NY* readers will receive a free puroboru session (regularly \$7) with no purchase required.

Bit's Kids SoHo: 33 W. Houston St., bet. Waverly St. & W. Broadway | New York, NY 10012 | www.bitskids.com



Made with soft fabrics and elastic bands, pants and shorts are some of Bit's Kids signature items.



Until the end of June, customers can enjoy a free puroboru session with no purchase required.



Bit's Kids stands out not only because of the merchandise and the fun you can have because of its adorable props, but also because of its kid-sized prices.

FOOD

Ramen Lab's Incubator Finally Hatches

Since January, Sun Noodle's Ramen Lab has delivered the goods on authentic ramen, and showcasing the company's acclaimed brand to a wider audience. But now they're ready to set free their latest expedition. Known as their "Incubator" series, their ten-seat outpost on Kenmare Street will host ramen pop-ups from all across the country to test their mettle in New York City's demanding dining scene.

Until early June, Noel Cruz and Misaki Takaki of Ichiro Ramen in Tampa, Florida will be serving up their regionally inspired dishes. Both chefs are New York City veterans, but recently grasped the opportunity to open Tampa's first Ramen-only restaurant. Staying true to the spirit of ramen, they are utilizing popular Cuban culinary influences, along with abundant local ingredients (henery, corn and Florida citrus).

Their three Ramen offerings are playful and delicious. Expect to be wowed by the Vegetable, which offers an unbelovably rich, meatless broth. Grilled shrimp in dashi Champion adds a new dimension to the classic pork Tonkatsu. The brothless Spicy Abura-Soba, a deceptively simple marriage of perfectly cooked elements, is this writer's favorite. All feature crunch fried ginger—an innovative twist that adds texture as well as flavor.

To think this is just the beginning? There's not much more to say, but Go!



Locally an option for vegetarians that doesn't feel like some welfare food?



The ramen egg will make the corn velvet, but don't miss out on the dashi.



This is the best of all worlds that make Ramen Lab as true to its Japanese Ramen roots.

Ramen Lab: 20 Kenmare St., bet. Mott & Mulberry Sts. | New York, NY 10012 | TEL: 415-413-5522 | www.ramen-lab.com



New

A Japanese Beauty Ritual
ReFa
SCARAT



A Japanese Beauty Ritual
ReFa
CARAT



Heritage Wellness

...for the *Whole* life

ACUPUNCTURE
MOXIBUSTION



DIET THERAPY
HERBAL MEDICINE

MEDITATION
TUINA MASSAGE

- * Allergies
- * Autoimmune Disorders
- * Cancer Care Support
- * Gastrointestinal Disorders

- * GYN / Infertility / Perinatal Support
- * Insomnia
- * Pain / Stress Management
- * Weight Control

ASTORIA * GRAMERCY * MANHASSET

888-982-8328

The Cornerstones of the Healthful Japanese Diet: Kinako, Goma, and Wakame

One of the attractive characteristics of Japanese food culture is its healthfulness, and the foundation of this culture was established a long time ago. Here, we present three important ingredients that have contributed to a healthful Japanese kitchen for centuries, and how you can incorporate them into the Western kitchen.



Beauty Products Developed in Japan

Health and beauty in Japan do not result only from the traditionally healthful Japanese diet, but are also aided by advanced technology. Here, we introduce products that help improve your skin from the inside and outside.

Kawaii in New York

Beauty Products Inspired by Japanese Culture

Vegetarian Dishes, Japanese Style

—Where Veggie Lovers Should Go in New York

List
Beauty Guide
Health Guide



The Cornerstones of the Healthful Japanese Diet: Kinako, Goma, and Wakame

The foundation of Japan's healthful diet was formed back in the days when there was neither electricity nor an established transportation infrastructure in Japan. People used local food sources and preserved food by fermenting and drying it. Even in modern days, this food culture remains strong. Here, we present three important ingredients contributing to a healthful Japanese kitchen.

Kinako: Source of Vegetable-Based Protein

Literally meaning "yellowish powder," *kinako* is made from soybeans, the same main ingredient in *tofu* (soybean curd) and *soy*. Just reading that, you can gather that it is nutritious—it has been eaten for centuries in Japan as a great source of vegetable-based protein. Particularly in old Japan, when people did not eat meat, soybeans played a huge role in the national diet.

While other soybean-based products such as *tofu*, *adzuki* (soybean paste), *yuba* (soybean skin), and *natto* (fermented soybeans) are mainly used in savory dishes, *kinako* has been used with sweets. *Kinako* is often dusted over mochi and *dagashi* (powdered *in-cha* balls) along with sugar and syrup, and it is also kneaded into dough for baked and fried sweets and *paragashi* (fresh sweets). *Kinako* adds a nutty, earthy flavor to sweets while turning excessive sweetness. *Zufu-no*, *shibuki-mochi*, *kinu-mochi*, *wakabi-mochi*, and *ajisagi-mochi* are some examples of traditional *kinako* sweets. Today it is used in Western-style desserts, such as roll cakes and ice cream, and can also be mixed with milk or enjoyed as *kinako* spread on toast.



Soybean-mochi: Mochi made from rice and coated with kinako (soybean powder). Some (lower right) are coated with kinako.

Today, other varieties of *kinako* are available, including *desmodium kinako* (black bean powder) and *agave kinako* or *asakikino* (green soybean powder). They have slightly different nutritional values, but they are as healthful as standard *kinako*.



Goma (Sesame): Versatile Ingredient Dresses Up Dishes

Japan is one of many countries that value sesame seeds for their taste and health benefits. Called *goma* in Japanese, it has been part of a healthful diet for centuries in various forms: roasted, ground, crushed, squeezed for oil, and made into paste. While most countries favor white sesame, Japanese eat black, white, and yellow/gold sesame for their different textures. Black sesame (for its aroma, white for its sweetness, and yellow/gold for its flavor).



Goma dōfu: A soft part of a *daifuku* (dai-fuku: chest nut cream) roll.

Common sesame dishes include *goma dōfu* (*dōfu*-like and made with sesame and root starch; eaten chilled), *goma-ae* (fried vegetables dressed with a sesame-based sauce), *shio-ae* (boiled vegetables dressed with a salty- and white sesame-based sauce), and *shabu-shabu* with *goma-dare* (sesame dressing). Sesame is also great in sweets and desserts—it can be a topping and coating for doughnuts and cakes and also mixed into ice cream and pudding. A few years ago in Japan, there was a black-sesame boom, and black sesame—along with dark chocolate and bamboo charcoal—was one of the key black ingredients.



Black sesame pudding is a modern variation of *goma dōfu* with a Western influence. While *goma dōfu* uses only sesame, this black and white sesame pudding uses soybean milk, and contains finely sliced bamboo charcoal.

Wakame: Super Food with an Abundance of Minerals

You might have seen wakame at Japanese restaurants as a topping for miso soup and as a side dish for sushi and sashimi. Like kombu and nori, wakame is a type of seaweed that is rich in minerals and fibers with almost no calories. As exposed to drier, full-bodied kombu, wakame is leafy and has a thin, delicate texture. Easy to dry, this super food has been eaten since the earliest days of Japan. Besides serving as a topping for miso soup and soup noodle dishes, wakame is cleverly enjoyed as *suimono* (wakame dressed with a vinegar sauce), in salads and sautéed dishes. Snacks made with wakame, such as crackers, candy, caramels and cakes, are also popular these days.

Makuba, the stem part of wakame sea weed, has become increasingly popular because of its high nutritional value. Since it's not as thin as wakame, it cannot be prepared as easily. When it's blanched and finely chopped, it has a sticky and thickens in texture to be like oshi and maki. Japanese eat it paired over rice with a soy sauce-based dressing or as a side dish.

Today wakame is available fresh, dried, and cured in salt, all year round.

Beauty Products Using Wakame and Kombu

Seaweed, including wakame and kombu, is not only good to eat—it's moisturizing effects on skin and tendency to regulate skin make it ideal for skincare and beauty products. Seaweed can also make hard water softer by changing the pH balance.



Dried wakame is easy to blanch. Simply soak it in water for a few minutes; separate the excess water out, and add it into hot water. If necessary, you can use it as you like. Since it's not wakame as already in small pieces, all-blending processors if more easily. With this type of wakame product, you can just add it to miso soup while cooking.

Article consultant: Mari Hayama

Mari Hayama is the founder of Misore Kan, an organization that promotes food, art, and art. She also serves as a personal chef for various restaurants and events. She is also a professional chef and a food writer. She is also a food writer and a food writer. She is also a food writer and a food writer.



Kinako, Goma and Wakame Dishes in Western Style

Kinako and Goma Cookies

(yagurita m. Serves 10 cookies)

- 2 bag kinako 2 bag sesame powder 2 cup all purpose flour
- 1/2 cup sugar 4 bag unsalted butter softened 1 egg 1 bag wakame to garnish

[Directions]

1. Preheat oven to 350°F
2. Mix all the dry ingredients
3. Mix the dry mixture into softened butter
4. Roll egg into the batter
5. Scoop the batter with spoon and drop on a baking sheet
6. Sprinkle sesame on top
7. Bake about 15-17 minutes



Wakamono Obiashi Dressed with Goma Sauce

(yagurita m. Serves 2)

- 1/2 bunch wakamono 1 pinch of salt 1 tbsp miso-goma (sesame paste)
- 1/2 bag maki 1/2 bag maple syrup 1 tsp vinegar or lemon juice 1/2 tsp water

[Directions]

1. Add wakamono into boiling water and add salt. Cook for 1 minute
2. Drain wakamono and soak in ice cold water for 2-3 minutes
3. Squeeze out excess water and cut into pieces
4. Mix miso-goma into maple syrup and vinegar well
5. Add water little by little until it reaches your desired consistency
6. Dress wakamono with goma sauce

*You can substitute maki goma with tahini



Wakame Gomalet

(yagurita m. Serves 10)

- 2 bag dried wakame 2 sprigs scallion, chopped 2 eggs 1 bag milk
- 1 bag sesame oil Salt and pepper to taste

[Directions]

1. Soak dried wakame in salt water for 1-5 minutes. Soaking time may vary depending on the products. Follow the directions on the package
2. Once wakame absorbs enough water, squeeze water out



3. Cut wakame into small pieces if necessary
4. Beat egg in a bowl, add milk, wakame and chopped scallion and mix well
5. Season with salt and pepper
6. Heat sesame oil in a nonstick pan and pour in egg mixture
7. Cook it in your favorite shape to desired thickness

Slim Down Your Face with a Holistic Approach

Yaksoo House

"My face became smaller and lifted, and my jaw line more defined. I look younger!" This is the testimonial of a young woman who experienced Yaksoo House's Bone Therapy. Many of you might think it is impossible to make your face slimmer without plastic surgery, but this is no longer true thanks to its Bone Therapy.

Invented in 1978, the therapy promotes efficient blood circulation by relaxing bones and skin and ultimately helps you attain a smaller face and beautiful facial structure. Among more than 23 programs that Yaksoo House in New York offers, *Uplifted Face Care* and *Face Reduction Care* are particularly popular. *Uplifted Face Care* treats the palms of face and fixes misaligned body parts. Our client confesses, "It's hard for me to believe that the shape of my face and legs have now become similar to what I saw in before and after pictures. Not only do I look better in the mirror, but I feel a lot healthier too."

Face Reduction Care not only reduces the size of your face, but also brings back on even facial structure and elastic skin. Some commentary from a client: "It was not quite painful. But in my estimation it was well worth the pain. The results were immediate and long-lasting. My jaw was sharper and streamlined, and my eyes were more open and lifted." This 36-year-old holistic therapy could help you achieve health and beauty. In addition to facial reduction also services, Yaksoo House offers skin and body-care services. Check their website for details...



Yaksoo House uses 10 techniques to stimulate and lift up wrinkles, resulting in Korea-style "Sung" and "New Face."



The results show the dramatic 10-year reduction before and after 30 days treatment.



Before other facial is on up, methods Bone Therapy keeps both lines and so on together.

36 W 32nd St. (btw. 3rd Ave. & Broadway), #801 New York, NY 10001 TEL: 212-966-7434
www.yaksoohouse.com / email: yaksoo@yaksoo.com
Mon-Fri: 10 am-9 pm Sat: 10 am-7 pm



A Drink of Shochu a Day...

Is this alcoholic drink good or bad for the body? It's really up to what you choose and how you drink. Shochu is a distilled alcohol drink made from various ingredients like sweet potatoes, rice, barley and more. It has been traditionally enjoyed in Japan and considered healthy. Here, Ayo Otake, Shochu Sommelier and owner of Shochu and Teiga, are sharing some health and beauty tips.

Many people wonder why you retain your healthy, beautiful skin.

I think the reason I'm able to maintain my skin condition well is the shochu that I drink every day. Also, I don't wear makeup. I would rather spend my money on shochu than buying makeup products.

So, shochu is your skin's best friend, is it a cove.

You could say that, I can't think of any other thing.

What are the best ways to enjoy shochu?

The best thing about shochu is that you can drink it in a variety of ways depending on how you feel. It can be served on the rocks or out with cold or hot water, and even eating it with cranberry or grapefruit juice are options for beginners. Those are lots of thousands of potential combinations, so there is truly no limit! Shochu can be called a lifetime drink, as you will never get bored with it.

Plus, it is the rare distilled spirit that is perfect for making. As opposed to distilled liquor like whiskey and cocktails like martinis, which tend to be enjoyed before and after meals, shochu is easy to pair with food and tends to go well with whatever is being served.



Shochu and Teiga Aya
210 E 54th St. (btw. 2nd & 3rd Ave.) New York, NY 10002
TEL: 212-776-5576
Lunch: Mon-Fri 11:30 am-2:30pm
Dinner: Mon-Fri 4-11 pm, Fri-Sat 4pm-12am, Sat 4pm-1am
www.ny-ny.com

What makes shochu healthy?

First of all, it has zero sugar so it's low calorie. Because it's a distilled spirit, all impurities are removed and there is no hangover like there is with sake, beer or wine. Distilled alcohol still has these impurities when you drink it, so your body requires more energy to filter them out. On the other hand, shochu places less of a burden on the liver when broken down. Though this is the opposite of what most people would think due to its high alcohol content. Academic research has proven other health benefits, such as cardiac stimulation and stroke prevention and dissolving clots.

Get Healthy and Beautiful Hair with Scalp Treatments

Commune at KIBASI (Formerly Commune, Sales & Gift)



Rooted in Willametteburg for 18 years, Cammure at KIRASI is proud of its cutting techniques which create a natural and chic look, but they also consider scalp care equally important. By maintaining a healthy scalp you can avoid hair loss and dryness, retain moisture balance and attain daily styling ease. They recommend their Scalp Treatment, which removes dirt and oil from pores completely, and their Deep Conditioning Treatment, which replenishes hair from the inside. Equipped with a gift shop, Cammure at KIRASI will add inspiration to your hair life. A cafe space will also open on June 1st.



105-Redding St. (near Grand & S. 1st St.)
Brooklyn NY 11211
TEL: 718-354-3412
www.schmuckindesign.com
Tue-Sun: 11 am-6 pm
Cut \$30-\$70 Deep Conditioning Treatments
\$60-\$90 Scale Treatment \$50

Long and Thick Eyelashes with Premium Products

EvenLowestLowest



All EyelashLash high-quality eyelash systems are custom individually applied to elongate and thicken the lashes with results that can last up to one month. The premium look and feel eyelashes they are are flexible and very similar to your natural eyelashes. They care about the health and safety of your eyes and lashes therefore they use glue that "has less fumes and does not cause an irritant to the eyes. Their experienced eyelash specialists constantly try to improve their skills and look for new products and technology in order to provide the highest services to clients.



309 W. 43rd St. (bet. 7th & 8th Aves.)
 Suite 602, New York, NY 10018
 TEL: 212-439-0057
 www.circulafish.com
 Mon-Fri: 10 am-6 pm
 High Quality Mark fish extensions \$110 (Reg)
 High Quality S&B fish extensions \$100 (Reg)

學院 SEITAI SHIATSU
CENTURIES OLD HEALING METHOD

Miltonen East DO-IN SEITAI CENTER

We specialize in diagnosing and relieving pain from the back, neck, shoulders and feet. By using centuries-old traditional Japanese manipulation techniques of *Seiun* and *Nitinon*, we can target specific problems areas and alleviate pain. These techniques have many other benefits as well, including aligning the body, increasing energy and blood flow, improving circulation, and restoring the body back to its healthiest state. During our 20 years of practice, we have treated a variety of ailments including: sciatica, sports injuries, stiff joints, and other musculoskeletal conditions.

**Preventing Surgery...
That's Our Goal!**

At Do-in Center, we diagnose the fundamental cause of your pain and eliminate it!

Do-in Seitai Center

1401 East 53rd Street (West, Lexington Bk. 3rd Ave.)

TEL 212 697 9614 By appointment only

www.lantern.com / lantern@lighthouse.com

Read our testimonials on Vollge.com and our website



See also 40-10000-100000
 100000-1000000

Mr. Mizuki, founder of Do-in Seito Center, is the most amazing healer in NYC! My hip was out of alignment by an inch when I first went to him. Because of his treatments, I was healed after several sessions. -John D.

What a fine! New
Suzuki is a fabulous
dictionary! I feel
serious about back
issues for years.
We can easily help
me. I try it now!
I'm excited to see!
It's like getting a new
house on life! Master
Suzuki is a teacher in the
best sense of the word.
—Conrad R.

I went to Mr. Segal where I was hardly able to walk. After 4 sessions, the overall health of my spine is now optimal! The staff recommended overall exercises that I do regularly because they actually are helping me. De-la Cruz deserves 5 stars. -Justin G.

Nori Suzuki has been an expert at body alignment for nearly 20 years. For nearly a decade, he has helped both my family and myself with persistent back and neck pain. -Dori H.

Nori Suzuki has completed a miracle! I am completely out of pain since my last visit. Sue

The Journal is a miracle worker. I have had chronic back pain for the past 2 years and was considering surgery for a herniated disc and chronic disc problems. After going to see the Journal, I had some really physical therapy and chiropractic, none of them was able to help me. After I read with the Journal my pain is almost completely gone! For the first time in 2 years I feel like I am getting on life back. -Linda

Special Offer!!!

550 off for the first year! (new clients only)
Offer valid thru 7/31, 2015
Mention this ad when you make an appointment!

Natural Looking Curls by Innovative AIR WAVE System
Hearts NY/YUKIE Hair & Nail Salon

30% OFF

All hair services
Valid through July 31
New Customers only



Remedy Hearts NY, YUKIE Hair & Nail Salon is one of the hair salons in New York, which offers the innovative perm system, Air Wave. It employs completely different technology from conventional perms. Using rods connected to tubes that can blow air into the rods, the Air Wave machine controls temperature and moisture during the process of opening curls. Since it does not heat hair directly, it is less damaging. Air Wave is hugely popular in Japan because it can create natural waves, just hand dry after shampooing and enjoy natural waves. The salon is also equipped with a nail salon and spa to give you total beauty services.



40 E. 5th St., 3rd Fl.
(bet. Park and Madison Aves.)
New York, NY 10002
TEL: 212-673-6000 / www.heartny.com
Mon-Sat: 11 am-8 pm Sun: 11 am-7 pm
Cut: \$50-\$90 Color: \$75 and up Digital Perm: \$250 and up Air Wave: 1250 and up

Hair Care and Styles with Healthy Organic Options
KAMINOTECH (Formerly True Potential)

20% OFF

all hair services
New Customers Only
Valid through Aug. 31



KAMINOTECH offers full hair services from skilled stylists who have experience working both in Japan and New York. They strive to provide quality services as well as healthy alternatives allowing their clients to choose color, perm and straightening products with regular organic and natural ingredient bases depending on their hair condition and preference. Among the organic options, Kari-Gest Keratin Treatment is the most popular. It is formulated free and ideal for pregnant, nursing or health conscious people. From home care to styling in humid summer, they target various hair problems each client has to deal with.



150 7th Ave. (bet. 35th & 36th Sts.)
New York, NY 10013 / TEL: 212-330-6943
www.kaminotech.com
Mon-Sat: 11am-8pm Sun: 11am-7pm
Cut: \$50-60 Color Single Process: \$55 and up Highlights: \$95 and up
*For organic color option: add \$10-15.

Color Techniques that will Make You Shine
Salon Wawa

\$20 OFF

any haircut with this
valid thru July 31
New customers only



Stylists with over 10 years of experience customize color to your needs and hair type. That's Salon Wawa's signature service that makes clients come back. They use Japanese coloring products by Hays which are ideal for dyeing Asians black hair. When dyeing black hair with bright color an orange tint is usually more visible however the Hays coloring products can subdue it and make your target color stand out. They also use organic color products that produce beautiful color with less damaging to your scalp and hair. Also they offer a free head massage after shampooing to give absolute relaxation to their customers.



1000 2nd Ave. (bet 54th St.)
New York, NY 10022
TEL: 212-358-1298 / www.salonwawa.com
Tue-Sat: 11 am-8 pm Sun: 11 am-6 pm
Cut: \$50 and up Color: \$100 and up
Ombre Highlights: \$150-\$200 Digital Perm: \$250 and up

Understanding Skin Beauty and Health with Relaxation
Spa Karen NY (Formerly Nihon Day Spa)

\$99 Style, Vitamins & Facial

Aug. 2009
Valid through June 30



This April, Nihon Day Spa revamped its menu and services, expanding as Spa Karen NY. A knowledgeable and experienced Japanese aesthetician examines every client's skin condition thoroughly and provides the best treatment option. Recommended this summer is Style, Vitamins & Facial, which is effective in reducing dark spots and blemishes caused by sunburn and aging, making skin clear with no visible pores. It works against skin damage for a long time, allowing for healthy, smooth skin. The spa aims to offer an ultimate relaxation space where clients can receive treatments.



15 W. 46th St., 30th Fl. (bet 34th & 36th Aves.)
New York, NY 10018
TEL: 212-729-8521 / www.spakaren.com
dearly@spakaren.com
By appointment only, Monday: 10am-8pm
Sat-Sun: 10am-7pm
Customized Facial: \$100 Menu Facial: \$95
Back Treatment: \$195

Beauty Products Developed in Japan

Health and beauty in Japan do not result only from the traditionally healthful Japanese diet, but are also aided by advanced technology. Here, we introduce products that help your skin improve from the inside and outside.



Herbal D2 Special Set by Dr.Ci:Labo

The Herbal D2 series is a new science from leading Japanese skincare brand, Dr.Ci:Labo. Developed by dermatologists, this series formulates enzymes, 99% carefully selected natural herb extracts, and highly concentrated oxygen water—ACTIVE O2—in Dr.Ci:Labo's original formula in order to maximize the natural healing power that each person has. It helps prevent dry, rough skin and promotes healthy skin. Consisting of Herbal Gel D2 (2.82 oz./80 g), Herbal Serum D2 (5.10 fl. oz./150 ml), and Herbal Cleansing Lotion D2 (5.67 fl. oz./150 ml), the Herbal D2 Special Set is a great introduction to your new skin regimen.

www.drclabo.com



Komenuka Bijin by Nihonsekari

Komenuka (rice bran) is a byproduct of making white rice, and it contains an abundance of nutrient components. In Japan, it has traditionally been used as a beautifying ingredient because of its skin brightening and moisturizing effects. The Komenuka Bijin skincare series by Japanese skincare company, Nihonsekari Co., Ltd., naturally moisturizes and makes skin glow. It was first introduced in the U.S. more than twenty years ago, and it's been popular ever since. The series also has haircare products.

www.komenukabin.jp



Beauty Enrichment for 1 Week—Placenta C Jelly by Earth Biochemical Co., Ltd.

Made from seven skin-beautifying components (placenta extract, low molecular collagen peptide, elastin, proteoglycan, vitamin C, niacinamide extract, and bark's mint extract), Placenta C Jelly is a supplement formulated to help improve your skin's condition. Placenta extract is generally considered to have brightening and anti-aging effects and the ability to maintain immune balance and help improve blood circulation. If you take Placenta C Jelly supplements for one week, you will be getting 15,000 mg of placenta extract and 1,500 mg of collagen. Encased in a small packet, the supplements are easy to take with you whenever you go.

www.earth-biochem.co.jp/english

Distributed by Decima USA, Inc.
www.decimausa.net



Skin Plumping Gel Cream by Hada Labo Tokyo

The Hada Labo Tokyo is not one of the top-selling skincare products in Japan. Developed by a leading pharmaceutical company, it takes a minimalist approach to anti-aging by using a powerful yet skin-friendly ingredient, Super Hyaluronic Acid™, which is absorbed deep into the skin and creates a veil on the skin. The most popular item in the series, Skin Plumping Gel Cream, is a moisturizer and serum combined into one product, allowing for a single skincare regimen. Lightweight and long-lasting, it can even be applied over your makeup.

www.hadalabotokyo.com



Equistance by Sunstar

Dark spots, created by the sun or aging, are tough to remove. The Equistance regimen was developed to diminish the appearance of dark spots with the power of lipoic acid, which is extracted from softeners and delivered in microcapsules. The microcapsules allow the lipoic acid to release over time for maximum brightening power. Sunstar, which is best known for dental-care products, has spent eighteen years developing the Equistance line. The regimen has been strong in the Japanese beauty market since its release in 2007. Consisting of six products, the Equistance regimen can be purchased via the Equistance website and by phone.

www.equistance-us.com
TEL: 1-888-827-4287



IKEZO by Ozeki Sake (U.S.A.), Inc.

IKEZO Sake Jelly Shot is a light, sake-based cocktail with a jelly-like texture and a slight tingly on your tongue. This sake is innovative not only because of its unprecedented taste, but also because of its unique nutritious value. The development team at Ozeki Sake, one of the oldest premium sake producers, made efforts to produce carotenoid and alpha-acetyl glucoside—which have moisturizing effects—naturally during the brewing process, making the sake appealing to beauty-savvy women. To even out the jelly texture, shake about twenty times before drinking. Only peach flavor is available in the U.S.

www.ozeki-sake.jp/english/products/sake/jellyshot/



KAWAII in New York

By Julie Szabo

Beauty products are by their very nature lower: they enable us to look — and smell — our cutest. So it's not surprising that even products that are not made in Japan take inspiration from cute culture. Here are a few of the coolest:

As everyone knows, the cherry tree (sakura) produces cute pink blossoms in spring. It's the goal of most health- and beauty-conscious people to appear—like those blossoms—in-the-pink. Therefore, many companies draw inspiration from the cute pink flowers when creating beauty products. L'Oréal's Cherry Blossom hair cream combines moisturizing Shea butter with a cherry extract from Provence's Luberon region for a delicate hint of sakura scent. Available at L'Oréal stores.

Blossoms adorn the packaging of the Japanese Cherry Blossom collection by Bath & Body Works, which offers personal-care items (Foaming Hand Soap, Luxury Bubble Bath) as well as items for the home. Fancy a sakura-scented apartment? Well, Flowers Home Fragrance will perfume your space! Check it out at Bath & Body Works stores.

If you prefer a fruity fragrance instead of a flowery one, designer Tom Ford has you covered. The perfume powerhouse is renowned for creating decadent, unisex fragrances that are intensely sensual, and one of his fragrances Alaska's most luxurious confections distills the essence of umi (Japanese plum). It's called, fittingly, Plum Japonais. Sample it at Bergdorf Goodman and Saks Fifth Avenue.

The color of umi is as kawaii as its scent — and that color imparts a vibrant glow to the complexion. Shiseido's Face Color Enhancing 'tiro blush compact in Plus, complete with brush, enables easy one-stroke application of dimensional umi-pink directly to the cheeks. Find it at Mitobe's Shiseido boutique.

Finally, for centuries beauty has been the realm of women. Today, more and more men — including macho types — care about looking their youthful best. For them, Afta's offers a comprehensive range of products: The Ancient Samurai Collection, inspired by the legendary warriors who practiced the art of grooming as carefully as the art of battle, these range from Anti-Age day cream to After Shave Lotion, Cool Hair (shampoo) to Cool Deo, a 24-hour antiperspirant spray. Buy them at Barney's.



Julie Szabo has covered culture and style for The New York Times and New York Post, and created a kawaii design column for BuzzFeed News.

Illustration by Kawaii Japan



New Season new Look

Spring is a great time for NEW.

Our highly trained staff of Japanese Stylists can provide you with a new style, color or perm.

Come in and experience our warm services.



Cowlicks Japan

Hair and Skincare Salon
337 West 19th Street
(Between 6th & 7th Avenue)
212 • 367 • 2123
cowlicksjapan.com

Memorial Weekend Sale

May
21st (Thu)-
25th (Mon)

All Items
20% Off

IN-STORE & ONLINE
Please use "HAPPYMEMORIALDAY"
at your checkout for your online purchase.

Midtown Tribeca 340 Greenwich Street New York, NY 10003 212-570-0003	Midtown Upper West Side 310 Columbus Avenue New York, NY 10024 212-724-1411	Midtown SoHo 750 West Street New York, NY 10014 212-333-0054
---	--	---

Bitz Kids Online Store www.bitzkidsnyc.com





Beauty Guide

Indicated prices are for 1 service per 1 hair salon and recommended treatment is on for 100%.

Chopsticks available at www.chopsticksnyc.com

Chopsticks NY website to 24/7

HAIR SALON

Upper West	Beats Coupe II	\$45
201 Broadway St (btwn 104th & 105th St)		
212-694-0492		
Upper West	K's Salon	
100 W 96th St (btwn Amsterdam & Columbus Ave)		\$70
212-654-0057		
Upper East	Giovanni-Sacchi	\$85
281 Lexington Ave (bet 56th & 57th St)		
212-694-0252		
Upper East	Micla*	\$10
301 E 58th St (bet 2nd & 3rd Ave)		
212-674-0221		
Upper East	Takayama Salons*	
100 Lexington Ave (bet 57th & 58th St)		
212-694-0492		

Upper East	Yamoko Shinohe Hair Salon*	\$10
171 E 104th St (bet Lexington & 2nd Ave)		
212-674-4038		
Midtown West	Madison Salons-Salongo	\$100
98 W 44th Ave (bet 32nd & 33rd St)		
212-624-2917		
Midtown West	Mitsu Hair & Make-up	\$15
310 W 42nd St (bet 30th & 31st Ave)		
212-674-0380		
Midtown East	Boken New York	\$10
280 Lexington Ave (bet 2nd & 3rd Ave)		
645-524-0300		
Midtown East	Eiji Salon	\$15
610 Lexington Ave (bet 30th & 31st St)		
212-694-0554		
Midtown East	Hair Makers Midtown*	\$30
740 W 49th St (bet Lexington & 2nd Ave)		
212-674-0300		
Midtown East	Hazuki Hair	\$30
2107 2nd Ave (bet 1st & 2nd Ave)		
212-674-0300		
Midtown East	Wakana Salons*	\$10
201 E 50th St (bet 2nd & 3rd Ave)		
212-674-0300		
Midtown East	Mingie Salons New York	\$15
10 E 104th St (bet Lexington & 2nd Ave)		
212-674-0300		
Midtown East	Moments*	\$15
212 W 42nd St (bet 30th & 31st Ave)		
212-674-0300		
Midtown East	Salon Ichi	\$15
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		

Midtown East	RH Plus Salons*	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Midtown East	Selma Kopp	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Midtown East	Selma Weiss	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Midtown East	T-Gardens New York	\$10
201 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Midtown East	WAKANA SALON	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Midtown East	YUKIO Hair & Nail Salon	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		

Chelsea	Conny Lashes & Hair	\$10
123 W 24th St (bet 1st & 2nd St)		
212-674-0300		
Chelsea	Her Maxis Dance Square	\$10
217 W 24th St (bet 1st & 2nd St)		
914-424-4500		
Chelsea	Wakana Salons*	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Chelsea	Wakana Coupe I	\$10
201 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Chelsea	KAWA Salons*	\$15
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Chelsea	Nedra's Hair & Makeup	\$10
201 W 42nd St (bet Lexington & 2nd Ave)		
914-424-4500		
Chelsea	Yamoko Shinohe Hair Salon*	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		
Chelsea	Yamoko Shinohe Hair Salon*	\$10
101 W 42nd St (bet Lexington & 2nd Ave)		
212-674-0300		

THE YOUNG SALON

Japanese Straightening & Digital Perm

Japan's Straightening — \$10-\$150
Digital Perm — \$25-\$100

T-Gardens NY Hair Salon

212-674-0300

101 W 42nd St (bet Lexington & 2nd Ave)

Now customers receive 30% OFF all services

101 W 42nd St (bet Lexington & 2nd Ave)

212-674-0300

Japanese Straightening & Digital Perm

Japan's Straightening — \$10-\$150
Digital Perm — \$25-\$100

T-Gardens NY Hair Salon

212-674-0300

101 W 42nd St (bet Lexington & 2nd Ave)

Now customers receive 30% OFF all services

101 W 42nd St (bet Lexington & 2nd Ave)

212-674-0300

SHIN LISA AVE SALON

When Japanese meets Japanese

101 W 42nd St (bet Lexington & 2nd Ave)

212-674-0300

Multiple beauty services provided at Port Washington

JUNE & JULY PROMOTION 20% OFF

L.I.WAVE

101 W 42nd St (bet Lexington & 2nd Ave)

212-674-0300

KAT'SUKO SALON

Now customers receive 30% OFF all services

101 W 42nd St (bet Lexington & 2nd Ave)

212-674-0300

Subscribe now for only \$19.99 /year

Call Us at 212-431-9978 or email reader@chopsticksnyc.com

CHOPSTICKS NY

www.chopsticksnyc.com

Top hair stylists and nail artists from famous salons in Japan.

101 W 42nd St (bet Lexington & 2nd Ave)

212-674-0300

YUKIO Hair & Nail Salon

101 W 42nd St (bet Lexington & 2nd Ave)

212-674-0300

Germany **Wasser-Tecnik**
250 5th Ave. (bet. 18th & 20th St.)
212-693-7777

West Village **Hiro Mode**
600 Hudson St. (bet. 11th & 12th St.)
800-243-6234

West Village **SIS-TORRINO WA**
100 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

West Village **YUK SALON**
200 W. 11th St. (bet. 8th & 9th St.)
212-693-3333

East Village **BOB**
211 E. 34th St. (bet. 2nd & 3rd Ave.)
212-471-0335

East Village **Olivia***
160 Ave. C (bet. 36th & 38th St.)
212-771-7632

East Village **Hair Care**
222 Queens St. (bet. 5th & 6th St.)
212-700-4281

East Village **New Merits Downtown***
120 W. 4th St. (bet. 10th & 11th St.)
212-693-1472

East Village **Model Coupe II**
211 E. 34th St. (bet. 2nd & 3rd Ave.)
212-693-4383

East Village **iSalon***
215 Hudson St. (bet. 34th & 36th St.)
212-693-4522

East Village **K2 Salon***
211 E. 34th St. (bet. 2nd & 3rd Ave.)
212-693-4383

East Village **Kiyara Salon***
15 E. 10th St. (bet. 1st Ave. & Avenue P)
212-474-4438

East Village **Pamela Field***
200 Queens St. (bet. 5th & 6th St.)
212-693-4383

East Village **Poko Salon***
203 E. 40th St. (bet. 3rd & 4th St.)
212-693-4422

East Village **Q Hair***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **REBORN***
12 Avenue B (bet. Avenue C & Avenue D)
212-693-1472

East Village **Tokyo Salon**
421 E. 4th St. (bet. 3rd & 4th St.)
212-693-7672

East Village **Vero Piqueurs***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Udon Salon***
421 E. 4th St. (bet. 3rd & 4th St.)
212-693-7672

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

East Village **Ya-C Salon***
180 2nd Ave. (bet. 6th & 7th St.)
212-693-1472

SPA

Upper West **Salon de Tokyo***
200 W. 11th St. (bet. 8th & 9th St.)
212-693-3333

Midtown West **Wilbur Day Spa**
100 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Parent Laser**
200 W. 11th St. (bet. 8th & 9th St.)
212-693-3333

Midtown West **SHZURA New York**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Heaven Day Spa***
200 W. 11th St. (bet. 8th & 9th St.)
212-693-3333

Midtown West **Herbal Fung Wellness Spa**
200 W. 11th St. (bet. 8th & 9th St.)
212-693-3333

Midtown West **MODERNLUXE SPA***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **YAK SON HOUSE***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Rosette NYC**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Midtown West **Excite Laser Hair Removal***
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

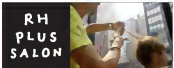
Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435

Chelsea **Elmy Look**
210 W. 4th St. (bet. 8th & 9th St.)
212-471-3435



RH PLUS SALON
865 3rd Ave. 2FL. (bet. 48th & 50th St.)
212-644-8058 www.rhplusny.com
Mon-Fri: 10am-6pm
Sat & Sun: 10am-7pm

BELEA
New Japanese hair salon in Midtown East
Early Summer Promotion
Keratin Straightening - 50% off
Reg. \$250 and up
646-707-0050
www.beleany.com
239 E. 53rd St.
bet. 2nd & 3rd Ave.



Health Guide

Recommended treatment prices are a guide.
Member price indicated under description.

Ⓢ Caught outside of www.chopsticksonny.com
Ⓢ Memberships not available to pick up

SHIATSU

Midtown West **Ende Sente Shiatsu**

It's a great first class of Shiatsu with 21 years of experience. Ms. Ende Sente Shiatsu is a true master of Shiatsu. She has been practicing Shiatsu for over 20 years. She has been practicing Shiatsu for over 20 years. She has been practicing Shiatsu for over 20 years.

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Ocean Health Spa @**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Salon de Trilog**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **even NY LLC**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **Herbal Body Wellness Spa**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **De-an Center**



It's a great first class of Shiatsu with 21 years of experience. Ms. Ende Sente Shiatsu is a true master of Shiatsu. She has been practicing Shiatsu for over 20 years. She has been practicing Shiatsu for over 20 years. She has been practicing Shiatsu for over 20 years.

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **Kushiko Inc.**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **Cavalcade Jigen**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **Katay**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **Heath Park CG**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **Ende Sente Shiatsu NJ**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown East **Deo Holistic Center**



It's a great first class of Shiatsu with 21 years of experience. Ms. Ende Sente Shiatsu is a true master of Shiatsu. She has been practicing Shiatsu for over 20 years. She has been practicing Shiatsu for over 20 years. She has been practicing Shiatsu for over 20 years.

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

ACUPUNCTURE

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Austin Medical Health Care**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Dental Serenity**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Noraya Fujiwara PhD**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Deo Holistic Center**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Japanese Medical Practice**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Midtown Sexual Clinic**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Midtown Medical**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

Midtown West **Wen Holistic Medicine (Holistic)**

21 W 40th St. 2/F. Sun 10:00-11:00 AM. \$100
212-691-2200

YO-C SALON

Full + Face or Color + 1 Hour Spa Treatment
\$200 (REG. \$250)
Valid thru June 30th

225 East 36th Street
New York, NY 10008
212-529-0355
www.yoc-salon.com

SKIN REJUVENATION

Laser Treatment

- Gemima (Skin rejuvenation) - 4 sessions \$1,200 (reg. \$300/session)
- Fuchina (skin rejuvenation) - 4 sessions \$1,200 (reg. \$300/session)
- Facial rejuvenation and you will receive a complimentary facial treatment!
- Available from a package of 3
- Titan (Face lift) - 3 sessions \$1,500 (reg. \$800/session)

Gemima Facial 10 sessions \$800 (reg. \$125/session)

Ci Ci Beauty Spa
Appointment: 212-688-8526 10AM-7PM / 7days

We have relocated to 225 East 36th Street, 2nd Floor, New York, NY 10008
www.yoc-salon.com

Vegetarian Dishes, Japanese Style

— Where Veggie Lovers Should Go in New York

Japanese cuisine offers many healthy options, and these include many tasty vegetarian dishes. You can easily find some of them at sushi restaurants. Traditional vegetarian sushi rolls include *kajuno maki* (cucumber roll with wasabi), *onito maki* (fermented soybean roll), *dashiko maki* (pickled daikon radish roll), *kinpago maki* (seasonal Japanese ground roll) and *umai shiso maki* (roll with pickled plum and shiso leaves). Likewise, sushi rice wrapped in seasoned aburage (deep-fried tofu) is another favorite in Japan.

Shojin ryori is a Japanese interpretation of Buddhist cuisine based on the concept of nonviolence, and not surprisingly, it is vegetarian. In New York, you can enjoy a Kyoto-style, elegant version of this cuisine at **Kajitsu** (175 E. 39th St., www.kajitsu-nyc.com). Try *Hassun*, an assortment of small dishes featuring seasonal vegetables that is traditionally offered as part of *kaiseki* (a multi-course meal derived from tea ceremony culture).

Japanese vegetarian dishes are often part of a macrobiotic diet. At **Sauzen East Village** (326 E. 8th St., www.sauzen.net/venues/eastvillage.html), a macrobiotic restaurant, you can savor a variety of dishes, from dumplings to soba-noodle sushi to ramen-noodles. This summer, you cannot miss the *Summer Roll* which highlights five kinds of crisp vegetables—cucumbers, carrots, burdock roots, lettuce, and cilantro—that delicately your body and boost energy.

Finally, ramen can also be vegetarian without sacrificing its heartiness. **Mitsuo Ramen** (150 E. 58th St., www.mitsuo-ramen.com) serves *Yatsu Ramen*, which is 100% vegan and gluten-free. Toppings include tofu, nori (seaweed), corn, spinach, shio kombu (soaked kelp), scallions, yuzu pepper paste, and mushrooms, making this vegetarian dish literally mouthwatering. Other ramen houses famous for *tonkotsu* (pork bone broth) and *jambon* (cloudy chicken broth) offer vegetarian options, such as *Mitsuo Shoyu Ramen* at **Ippudo East Village** (35 4th Ave., www.ippudo-nyc.com), *Shio-jiri* at **Ippudo Westside** (321 W. 51st St.), and *Nig Ramen* at **Totto Ramen** (386 W. 52nd St., 484 W. 51st St. and 243 E. 52nd St., www.tottoramen.com).



Kitchen of Kajitsu is offered as part of the *Hassun* course. The ingredients change monthly. Miyofuratsun mountain yam, wasabi, amari-furikake plum, fuu-dango made burdock root, yuba (tofu skin) eating, shiitake-dashi, toshi, toshi, yuba, yuba, yuba.

Served with pavlova, soy sauce, the *Summer Roll* at **Sauzen East Village** is a vegetarian meal in the hot, hot days of summer. All the vegetables in the roll are fresh and delicious. If you will get a lot of delicious food. Offered in summer only.



Using carefully selected ingredients, *Yatsu Ramen* at **Mitsuo Ramen**, is made for health-conscious people.

Is Spinach Ohitashi Vegetarian?

The leafy part of Japanese cuisine from vegetarian's point of view is *ohitashi*. Many vegetables dishes are made and the two ingredients might be non-vegetarian. It is often made from *hotoshi* (dried mushroom) and *shirafish* and so on. Making ohitashi with leafy is not always vegetarian. The dish is made from completely fish-free ingredients such as bamboo, seaweed, and mushrooms.

Spinach ohitashi is a popular dish in Japanese restaurants. Spinach is a vegetable, but most of the time it is used with fish to add to an additional umami taste. So just be careful when you order the dish at Japanese restaurants. Spinach ohitashi can be vegetable-based dish.

When you cook spinach ohitashi at home, you can

make it vegetarian. If you want to add more body to the single leafy spinach, add some (fresh) tofu. Also, you can enjoy other flavors by dressing it with various bean sauce (ground black bean, soy and soy sauce) or with tofu paste (broiled tofu, moose ground white bean, soy and light soy sauce).

Health Conscious Approach



327 E. 5th St. (bet. 1 & 2 Ave.)
212.266.1732 | chopsticksny.com

Koda Farm

ORGANIC PREMIUM BROWN RICE

sold exclusively at NYNOJO.com in NY

**First Appearance
in the East Coast!**

Organic brown rice grown at Koda Farm in California is the product of Japanese technology and spirit.

Limited time offer!

Buy "Koda Farm's Organic Premium Brown Rice" 1 lb pack for \$1

(Limit one per person)



Contact:

mesami@nynojo.com for more details or
go to NYNOJO's website
www.japanese-nynojo.com

DAIEI Trading ORGANIC Series

Organic Premium Short Grain

Organic Low Sodium Miso (300g)

KAGAYAKI

This JAS approved low sodium Shiro miso is made using a 1kg of rice by 1.5kg of soybeans and contains 25% less sodium compared to other commercial miso products that are produced. Its ingredients are 100% organic and grown without any pesticides or chemical.



Organically Grown Extra Small Soybean Natto (pack of 3)

• Ingredients: Extra small organic soybean grown in U.S.A.
• Organic soybeans are (1) grown in the soil/field that has been away organic soybean for at least 2 years, (2) cultivated without any use of pesticides or herbicides, and (3) not grown from genetically modified seeds.



• This is an organic natto that has met all the requirements for organic standard set by DAIEI from the cultivation of soybean to the production of natto.
• The natto's rice includes a trace made from organic rice and kurodai with its outer skin. No chemical fumigants/preservatives or coloring agents are used.

Special Select Organic Light Soy Sauce

Made with only organic ingredients like brown rice and malt that are dried into the light soy sauce which is approved as organic by JAS. It's a healthy taste product for all organic standards from the cultivation and production processes to the finished products. The product with other organic ingredients and you will enjoy the delicious goodness of natto even more.



- 100% Certified organic soybean, soybean, rice, and barley
- 100% organic soybean in products
- 100% organic soybean in products
- 100% organic soybean in products
- 100% organic soybean in products

Distributed by
DAIEI TRADING CO., INC.

14-30 128th St., College Point, NY 11358 TEL: 718-839-8100 daiei@daiei-trading.com
Available at Japanese grocery stores



Easy Navigation, Exciting Articles, More Convenient!!
wanna read our back issues? Go to www.chopsticksny.com



A comprehensive list of Sake, Shochu and Japanese Beer

- ◆ Write reviews about your favorite sake, shochu and Japanese beer
- ◆ Search sake by keyword
- ◆ Browse a sake event listing

www.sake-guide.com

Organic Brown Rice Pasta

With Moroheiya

NEW!

Nutritious Brown Rice

Only takes 4 min to cook

Gluten Free

Made with moroheiya leaves - a high nutritious leafy green vegetable found in ancient Egypt

Not made from rice powder - minimize the oxidation process and maximize vitamins and minerals

GreenNoodle
fresh and healthy

<http://greenoodle.com>



Chopsticks NY's Test Kitchen Vol. 12-

In this section, chefs and culinary professionals test out Japanese seasonings, ingredients or cooking methods and create original recipes with their fresh perspectives. This month Ian Alvarez, Executive Chef of Bara Restaurant, shares a unique way to use Japanese umeboshi (pickled plum) paste as a very American, grilled dish.



Grilled Prawns (Marinated in Umeboshi and Peppercorn Sauce) By Chef Ian Alvarez

"Umeboshi paste is one of the ingredients that blew me away and opened my mind. There is no equivalent in the Western flavor profile. It's a combination of saltiness, sweetness and fermented funkiness in one ingredient and you can do so much with it."

— Chef Ian Alvarez, Bara Restaurant



Ingredients (Serves 6)

12 dozen head-on prawns, deveined

Umeboshi and peppercorn sauce

- 1/2 cup prunes, chopped
- 3 cup vegies > 1 cup sugar
- 1/2 cup Sichuan peppercorns
- 3 cloves garlic, chopped
- 14 each piece of ginger, peeled and chopped
- 1/4 cup light soy sauce
- 2oz of one less red juice
- 1/4 cup green peppercorns
- 1/4 cup umeboshi paste
- 2 tbsp white soy sauce

Directions

1. Combine prunes, vegies, sugar, Sichuan peppercorns, garlic, ginger, light soy sauce and juice.
2. Place on the stove and simmer until liquid is reduced by half.
3. Remove from stove.
4. Place in a blender and puree until smooth.
5. Allow to cool slightly then fold in green peppercorns, umeboshi paste and white soy.
6. Cool completely in the fridge.
7. Toss prawns in enough sauce to coat each shell to marinate for at least five hours.
8. Grill over high heat, basting with more sauce as the prawns cook.
9. Serve with rice and grilled lemon. Finish prawns with cracked pepper and crunchy thick sea salt like Maldon.



Umeboshi Paste

Made from pickled plum, umeboshi paste has a beautiful balance of sourness, sweetness and saltiness with a fairly consistent texture. In Japan, it's used as a condiment, sometimes to add a kick to dishes such as tonkatsu (breaded pork), sushi, onigiri (rice ball) and yotsubi chicken skewer.



Ian Alvarez, Executive Chef

Rice and wine in New York City. Executive Chef Alvarez has spent his early life and adolescence in Manhattan. Working at both a sushi bar and French restaurant for years, he developed his own culinary style that blends classical European technique with Asian influences. Since 2010, Alvarez is the Executive Chef and General Manager of Bara Restaurant.

Bara Restaurant

Rice, wine and the essence of the French have bar and Japanese cuisine. Chef Alvarez's expertise and beautiful kitchen, along with Bara's carefully developed menu, makes this place a hit. Everything from steaks and prawns to tonkatsu and tori-dango can be found on the menu, making it a great place to explore cuisine and wine. The word here staff has many meanings, just as the restaurant Bara has many faces.

Location: 86 E. 1st St. (bet. 1st & 2nd Ave.)
New York, NY 10002
Tel.: 212-425-0737 | www.bararestaurants.com





Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and Sake.

➔ ChopsticksNY.com
➔ www.chopsticksny.com
➔ www.chopsticksny.com
➔ www.chopsticksny.com

GROCERY

M2M Evey's & T11th	
2401 Broadway (bet. 11th & 12th St.)	Japanese
212-555-4000	
Densha Matsuya West*	
36-19 51st St. (bet. 50th & 51st St.)	Japanese
212-799-4505	
Densha Matsuya East*	
120 E. 49th St. (bet. 3rd & 4th Ave.)	Japanese
212-799-5400	
Katagiri & Co. Inc.	
201 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
NIGATA*	
212 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Saizen Meat Midtown*	
312 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
TOMIYA*	
201 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	

H Mart New Ave. Room	
2519 34th St. (bet. 33rd & 35th St.)	Korean
212-799-5000	
Densha Matsuya Village*	
42-15 116th St. (bet. 115th & 117th St.)	Japanese
212-799-5000	
Japan Premium Beef	
212 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
M2M Evey's & T11th*	
2401 Broadway (bet. 11th & 12th St.)	Japanese
212-555-4000	
Saizen Meat Astor Pl.*	
4 Broadway, 3rd Fl. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Ricotta Winos*	
410 E. 14th St. (bet. 1st & 2nd Ave.)	Italian
212-799-5000	
Tokyo Mart*	
212 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Pearl River Mart*	
410 E. 14th St. (bet. 1st & 2nd Ave.)	Chinese
212-799-5000	
Saizen Meat SoHo*	
410 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Midway*	
410 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Family Market*	
212 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	

H Mart Northern Blvd.	
191-49th Street (bet. 190th & 192nd St.)	Korean
212-799-5000	
H Mart Wilshire Park*	
42-15 116th St. (bet. 115th & 117th St.)	Korean
212-799-5000	
Sakana-ya*	
212 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Togo Inada*	
410 E. 14th St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
H & Y Marketplace	
410 E. 14th St. (bet. 1st & 2nd Ave.)	Korean
212-799-5000	
H Mart Great Neck*	
42-15 116th St. (bet. 115th & 117th St.)	Korean
212-799-5000	
Nara Japanese Foods*	
100 Main St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Shin Wagon Do*	
100 Main St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
DABO	
100 Main St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	
Pop Mart Sorehole*	
100 Main St. (bet. 1st & 2nd Ave.)	Japanese
212-799-5000	

midoriya

Japanese mini market

Japanese Convenience Store in Williamsburg

open 7 days 10am-11pm

Just a two-minute walk from ③ Bedford Ave. subway station
167 Ninth Street Brooklyn NY 11211 Tel: 718-599-6690

WHAT'S NEW AT KATAGIRI

Gouffres from Kobe Fugutsuda

Japanese Gouffres are delicate, thin cookies that are layered with a variety of rich flavored creams.



Deli Section

A wide array of ready-to-eat home cooked Japanese food will be available for purchase by the weight.



Hamada-ya Bakery

Breads and pastries from a highly renowned Japanese bakery. Hamada-ya is available. Their Japanese style breads, fruit danishes and sandwiches are especially popular.



Japan Premium Beef

Supreme U.S. Kobe beef can be purchased by the weight. Only 10% of the world's supply is available. Get 10% off.



KATAGIRI
JAPANESE
GROCERY

224 E. 59th Street (bet. 2nd & 3rd Aves.)
212-755-3555 www.katagiri.com
Open 7 days 10am-8pm

DELICIOUS RAMEN MADE EASY AT HOME

New packaging, same great taste!



SHOYU

Take a trip back 150 years. Classic flavors of Tokyo since 1960.

TONKOTSU

Flavors of the South. Classic rich hearty Pork since 1947.

MISO

Flavors of the North. Classic rich Miso since 1955.

TANTAN

Flavored with Chili and Ground Sesame. Finest of the Classic Flavors of Ramen.

Now Imported by: www.midoriya.com
175 North St. Unit D, Brooklyn, NY 11211 Tel: 212-599-1100

Il Mart Bartolucci*	
341 North Central Ave. Haverhill, MA 01830	Italian
781-434-1501	
Kore Sea Foods*	
23 Seibu Ave. Mt. Pleasant, NY 11957	Korean
716-435-4322	
MLTYA Market*	
1016 Central Ave. Haverhill, MA 01830	Japanese
781-435-1211	
Onihime*	
200 Washington Ave. Haverhill, MA 01830	Japanese
781-435-4322	
Asian Market*	
87 Gates Ave. Albany, NY 12202	Chinese
718-434-1211	
Feeling Good*	
3189 Park Ave. Watertown, NY 13091	Japanese
315-712-0321	
W & Y Marketplace	
4225 Peachtree Ave. Dunwoody, GA 30115	Korean
770-434-1211	
Il Mart Englewood	
26 Lawrence Ave. Englewood, NJ 07063	Korean
908-434-1211	
Il Mart Little Ferry	
260 Bergen Turnpike Little Ferry, NJ 07643	Korean
201-712-0321	
Il Mart Ridgeland	
221 Broad St. Ridgeland, NJ 07070	Korean
908-434-1211	
Wan Narae Chon*	
105 Englewood Ave. NJ 07070	Korean
908-434-1211	

J MARKET	
440 Quaker St. Haverhill, MA 01830	Japanese
781-434-1211	
Mitsuru Marketplace*	
300 State St. Haverhill, MA 01830	Japanese
781-434-1211	
Ridgeland Fishery	
33 Forest St. Ridgeland, NJ 07070	Japanese
908-434-1211	
Fuji West Connecticut*	
101 Parkville St. Danbury, CT 06810	Japanese
203-434-1211	
Mundo*	
3015 Southpark Ave. Haverhill, MA 01830	Japanese
781-434-1211	
SAKE	
Gotham Wines & Liquors*	
201 Broadway St. New York, NY 10038	Drinks/Beverages
212-434-1211	
Servet Wine & Liquors*	
100 Broadway St. New York, NY 10038	Drinks/Beverages
212-434-1211	
Mitsuru Wines*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
Nathan's Wine & Spirits*	
100 2nd Ave. New York, NY 10003	Drinks/Beverages
212-434-1211	
Landmark Wine*	
81 W. 10th St. New York, NY 10011	Drinks/Beverages
212-434-1211	

Golden Square Wine & Spirits*	
1000 Ave. 101 St. New York, NY 10011	Drinks/Beverages
212-434-1211	
Asian Wines & Spirits	
201 State St. Haverhill, MA 01830	Drinks/Beverages
781-434-1211	
SAKAYA*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
St. Marks Wine and Liquors*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
East Village Wine	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
Sonoma Wines*	
40 Broadway St. New York, NY 10038	Drinks/Beverages
212-434-1211	
Sonoma Wine*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
Smith and Wine	
201 State St. Haverhill, MA 01830	Drinks/Beverages
781-434-1211	
Atlanta Wine & Liquors	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
Control Beers U.S.A., Ltd.	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	

Golden Trading Co., Inc.*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
JFC International Inc.*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
Nichols Trading Co., Ltd.*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
NY Mutual Trading Co., Ltd.*	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	
Wine of Japan Import, Inc.	
101 Parkville St. Danbury, CT 06810	Drinks/Beverages
203-434-1211	

SEITO NEW YORK

4125 27th Street Queens, NY 11101
Tel: 718-412-5412
Mon-Fri 10am-8pm Sat. 10am-4pm

Enjoy Hamburger Recipes With kikkoman.

Teriyaki Sauce

We've given teriyaki a twist by adding a hint of honey and a touch of tangy pineapple. Perfectly suited for grilling or broiling, or roasting poultry, meats and seafood, it also makes a tasty dipping sauce.

Wasabi Sauce

Turn up the heat on vegetables & sandwiches with spicy, creamy flavored dips & salad dressing. Put more zing in steaks, burgers, chicken.

Teriyaki Hamburger

INGREDIENTS (Serves 6)

- ☐ 1 lb ground beef
- ☐ 1/2 cup Kikkoman Teriyaki Sauce & Glaze with Honey & Pineapple
- ☐ 6 pineapple slices (sliced)
- ☐ 1 onion (sliced)
- ☐ 1 hot sauce (sliced)
- ☐ 1 hamburger bun
- ☐ 1 bag Kikkoman Wasabi Sauce
- ☐ 1 bag coleslaw

DIRECTIONS

1. Preheat a grill pan to hot and lightly oil the pan.
2. In a small pan, mix the teriyaki sauce with 2 table spoons of Kikkoman Wasabi Sauce & Glaze with Honey & Pineapple. Bring to a boil.
3. In a large bowl, mix the ground beef with the teriyaki sauce & glaze. Shape into 6 patties.
4. Grill the patties until cooked through (about 4-5 minutes each side for medium doneness). Serve the patties with the teriyaki sauce & glaze.
5. Make the wasabi sauce: In a small bowl, mix Kikkoman Wasabi Sauce and coleslaw.
6. Spread the wasabi sauce on the buns. Serve the burgers with pineapple slices and coleslaw.

• Add more Kikkoman Teriyaki Sauce & Glaze with Honey & Pineapple for more flavor.

• Add more Kikkoman Wasabi Sauce for your desired spiciness.

Seafood by the Seaside in Sea Bright, NJ

A quiet, quietly-named borough of New Jersey's Monmouth County, Sea Bright is home to a dynamic destination restaurant, Yumi. Chef Shuen-Ying creates "Neo-Asian" specialties that keep loyal locals coming back for more—and customers traveling here from Philadelphia, Staten Island, and Brooklyn Sea Bright was first settled as a fishing community in the 1840s, but local waters are not the source of Yumi's delicious seafood; it comes from nearly 100 miles away, via True World Foods (TWF). The chef has been true to TWF for his entire career: "I've been doing business with TWF for more than 20 years," he says. "I know I can trust their quality and they know what kind of quality I'm looking for. If something is not perfect, TWF takes care of it right away." In addition to seafood, TWF supplies Yumi with key vegetable ingredients.

Yumi's location inspires its most popular signature roll: The Sea Bright combines tuna, salmon, yellowtail, avocado, cucumber, rice, Japanese mayo, and shaved bonito sprinkle. Ocean Avenue is not just Yumi's address; it's also a roll made of shrimp tempura, spicy tuna, and avocado in soy paper. It's served with a medley of three different sauces, arranged on the plate in a rosé pattern, like little art. Customers spoon up the sauces even after the last roll piece is gone! Let other restaurants roll spicy tuna in rice; Chef Shuen-Ying rolls it in thin slices of fluke (farmed salmon), finishing with a drizzle of white truffle oil.

He designs each plate with the keen instincts of a decorator. Tuna Sashimi Pico is a scallop pancake topped with big eye tuna, its ruby flesh diced to resemble fresh-chopped tomatoes! It's out into squares, Sashimi-style. "Our regular customers come at least once a week, and most of them order Tuna Sashimi Pico. It's very popular," Chef Shuen-Ying said. Sashimi Otoro Seafood is an off-menu item, but in-the-know customers always inquire; its rich taste is sublime. Black cod with miso looks like a leopard, garnished with microgreens and edible flowers (also from TWF). The chef's design talents also found an outlet in Yumi's decor: "I designed the whole restaurant," he says, indicating the walls, which he hand-painted.

"I love to mix Japanese ingredients with Chinese techniques," says the Taiwan-born chef, who aims for "jing-jang balance." His catered events for New York City's biggest celebrities—including the cast of "Sex and the City" at the height of its popularity—but Chef Shuen-Ying prefers his current location. "Here, I have a direct conversation with my customers," Yumi has enjoyed continuous popularity for nearly 10 years, bravely withstanding shifting tides in the restaurant business, and one deadly superstern: the restaurant closed its doors for seven months as it underwent reconstruction after flooding from Hurricane Sandy. But since reopening in 2013, it's been business as usual—and business is booming. It's easy to see why.

After (top-left) salmon is artistically plated to form a flower and garnished with edible microgreens, each bite bursts with an unforgettable citrusy flavor. Another finger bite combined with chiu-chiu.



Chicken (top left), After (top left) Seafood (top left) and Sashimi Otoro Seafood (top left) and the Sashimi Otoro Seafood (top left).



Chicken (top left), Tuna Sashimi Pico (top left) and Sashimi Otoro Seafood (top left) and Sashimi Otoro Seafood (top left) and Sashimi Otoro Seafood (top left).



Chef Shuen-Ying in the kitchen (top left) and the Sashimi Otoro Seafood (top left) and the Sashimi Otoro Seafood (top left).

True World Foods is exclusively distributed by

 **True World FOODS**

32-34 Popple Place, Elizabeth, NJ 07208
TEL: 908-351-0090 | www.trueworldfoods.com
info@trueworldfoods.com
Please also find restaurants serving
True World Foods at www.trueworldfoods.com

Yumi
1102 Ocean Ave.
Sea Bright, NJ 07780
TEL: 732-212-0881
www.yumiesea.com

Upper East	Tokushi 80*
241 W 10th St. (bet. 1st & 2nd Ave.) 212-693-6269	\$25.95 L \$35.95 M
Upper East	Tony's
1515 1st Ave. (bet. 85th St.) 212-264-4422	\$24.95 L \$34.95 M
Upper East	Weyma
134 E 57th St. (bet. Lexington & 1st Ave.) 212-471-0385	\$25.95 L \$35.95 M
Upper East	Wasaka Lobby
1045 1st Ave. (bet. 15th St.) 212-350-0522	\$25.95 L \$35.95 M
Upper East	YUKA*
780 1st Ave. (bet. 57th & 58th St.) 212-547-5823	\$24.95 L \$34.95 M
Upper East	Yuka
780 1st Ave. (bet. 57th St.) 212-547-5823	\$25.95 L \$35.95 M

Midtown West

Midtown West	Alo Sushi
217 W 49th St. (bet. 1st & 2nd Ave.) 212-255-4348	\$15.95 L \$25.95 M
Midtown West	Alo Sushi
891 W 57th St. (bet. 5th & 6th Ave.) 212-257-0701	\$25.95 L \$35.95 M
Midtown West	Aoki
224 W 47th St. (bet. Broadway & 7th Ave.) 212-694-7332	\$25.95 L \$35.95 M
Midtown West	Bambao 52
343 W 12th St. (bet. 8th & 9th Ave.) 212-251-2171	\$12.95 L \$22.95 M
Midtown West	Bambao
41 W 58th St. (bet. 5th & 6th Ave.) 212-425-4228	\$25.95 L \$35.95 M
Midtown West	Bento Sake*
780 Broadway (bet. 7th & 8th St.) 212-354-4428	\$25.95 L \$35.95 M
Midtown West	east 57*
221 W 57th St. (bet. Broadway & 5th Ave.) 212-693-0172	\$25.95 L \$35.95 M

Midtown West	Go Sushi
780 Broadway (bet. 7th St.) 212-693-0299	\$25.95 L \$35.95 M
Midtown West	GO! GO! CURRY*
 <p>It's a job announcement of Japanese Curry GO! GO! CURRY. It's a new and the only pure Japanese Curry restaurant in Manhattan. They are famous for their GO! GO! CURRY and their GO! GO! CURRY. They are famous for their GO! GO! CURRY and their GO! GO! CURRY. They are famous for their GO! GO! CURRY and their GO! GO! CURRY.</p>	
Midtown West	Hansen Sake
337 Madison St. (bet. 5th & 6th St.) 212-354-2471	\$25.95 L \$35.95 M
Midtown West	Haru
228 W 43rd St. (bet. Broadway & 7th Ave.) 212-693-0132	\$25.95 L \$35.95 M
Midtown West	Ichikawa
227 W 22nd St. (bet. 1st & 2nd Ave.) 212-354-8822	\$25.95 L \$35.95 M
Midtown West	Ikaruya
211 W 43rd St. (bet. 7th & 8th Ave.) 212-694-7132	\$25.95 L \$35.95 M
Midtown West	IPPUDO NY WESTSIDE
321 W 7th St. (bet. 1st & 2nd Ave.) 212-674-2002	\$25.95 L \$35.95 M
Midtown West	ISE Mikan-ten 98
37 W 58th St. (bet. 5th & 6th Ave.) 212-759-1022	\$25.95 L \$35.95 M
Midtown West	Ichikawa
214 W 43rd St. (bet. 7th & 8th Ave.) 212-693-0132	\$25.95 L \$35.95 M
Midtown West	KATSURAMASS
41-43 W 52nd St. (bet. 5th & 6th Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	Kyushu 15
221 W 43rd St. (bet. 7th & 8th Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	Koi
439 W 52nd St. (bet. 5th & 6th Ave.) 212-674-8822	\$25.95 L \$35.95 M

Midtown West	Miso Sushi
41-43 W 52nd St. (bet. 5th & 6th Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	Monster Sake
227 W 58th St. (bet. 5th & 6th Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	Natsu
221 W 58th St. (bet. Broadway & 5th Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	Nippon*
241 W 7th St. (bet. Broadway & 8th Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	NORU 57
439 W 52nd St. (bet. 5th & 6th Ave.) 212-693-1122	\$25.95 L \$35.95 M

Midtown West	Ocha*
241 W 43rd St. (bet. Broadway & 5th Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	Ochaya Times Square
157 W 15th St. (bet. 1st & 2nd Ave.) 212-754-8822	\$25.95 L \$35.95 M
Midtown West	Sake Bar Naga
152 W 43rd St. (bet. 1st & 2nd Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	Supper*
151 W 43rd St. (bet. 1st & 2nd Ave.) 212-693-1122	\$25.95 L \$35.95 M
Midtown West	SHABU SHABU GORE*
212 W 52nd St. (bet. 5th & 6th Ave.) 212-693-1122	\$25.95 L \$35.95 M

Spring Special Lunch Set

New Healthy Plate \$12



Our new spring lunch set comes with all these delicious dishes and more. It's a healthy plate that's perfect for your spring lunch.

Akita Kamasake
212 E. 45th St. NYC / 212-467-5454
www.akitakamasake.com

New P1
11:30am - 2:30pm
New Set
3:30pm - 5:00pm
New P2
5:30pm - 7:30pm

NEW GOLD GUACAMOLE RAMEN

Mon - Sat 11:30am - 4:00am
Sun 11:30am - 10:30pm

open daily



500.6000

IT EVEN MAKES YOUR CHOPSTICKS BETTER

One free bowl of ramen with a \$1.00 drink after 11pm

Hakata Ramen NISHIDA SHO-TEN
302 E. 49th St. (bet. 1st & 2nd Ave.)
www.nishidasho-ten.com Tel. 212-308-0791

HAPPY HOUR ALL Glass Drinks 50% OFF

Mon - Sat 11:30am - 4:00am
Sun 11:30am - 10:30pm

ORGANIC Young Chicken No MSG Broth

Exquisite Home



HINATA
159 E 65th St. (bet. 1st & 2nd Ave.)
4-6 11:30am - 4:00am
6-8 11:30am - 1:30pm
9-11 4:00pm - 7:30pm
212-254-2974 / 212-254-2975

[illegible]

Midtown East	Sushi-Awa	205 E. 42nd St., 4th Fl. (near E. 42nd St.)	(212) 687-7878	\$200 \$100
	Sashibaru*	1221 W. 4th St., 2nd Fl. (between W. 4th & W. 5th)	(212) 279-7766	\$400 \$100
Midtown East	TEIYAKU BOY	664 2nd Ave., 4th floor (at E. 42nd St.)	(212) 687-7878	\$200 \$100
	TOKU JAZZ	228 E. 52nd St., 2nd fl. (at E. 52nd St.)	(212) 687-7878	\$200 \$100
Midtown East	Tokyo Ramen & Soba	249 E. 42nd St., 2nd fl. (at E. 42nd St.)	(212) 687-7878	\$200 \$100
	Wasu Udon Iizakaya	190 E. 40th St., 2nd fl. (at E. 40th St.)	(212) 687-7878	\$200 \$100
Midtown East	Yakusoku GIN*	292 E. 32nd St., 2nd fl. (at E. 32nd St.)	(212) 687-7878	\$200 \$100
	YAMBA Restaurant	227 E. 43rd St., 2nd fl. (at E. 43rd St.)	(212) 687-7878	\$200 \$100
Midtown East	Yamaguchi Tokyo	190 E. 40th St., 2nd fl. (at E. 40th St.)	(212) 687-7878	\$200 \$100

Kerns Town

[illegible]

Chickadee **AA Indulgent Sushis**
 7 E. Lombard St. (at Marquette)
 400-222-8888 • 11:30-10:30 p.m.
 11 E. Lombard St. (at Marquette)
 400-222-8888 • 11:30-10:30 p.m.
 11 E. Lombard St. (at Marquette)
 400-222-8888 • 11:30-10:30 p.m.

Chickadee **Agave House***
 700 N. 2nd St. • 400-493-3333 • 11:30 a.m.-11 p.m.

Chickadee **Anaka Sushis***
 345 W. 13th St. • 400-365-3636 • 11:30 a.m.-10 p.m.

Chickadee **Silver Ganger**
 400 N. 1st St. • 400-322-1111 • 11:30 a.m.-11 p.m.

Chickadee **Cherry**
 302 W. 1st St. • 400-365-3636 • 11:30 a.m.-10 p.m.

Chickadee **crisp***
 11 E. Lombard St. (at Marquette)
 400-222-8888 • 11:30-10:30 p.m.
 11 E. Lombard St. (at Marquette)
 400-222-8888 • 11:30-10:30 p.m.

Chickadee **GO GO CUBES***
 11 E. Lombard St. (at Marquette)
 400-222-8888 • 11:30-10:30 p.m.
 11 E. Lombard St. (at Marquette)
 400-222-8888 • 11:30-10:30 p.m.

Chobani	Reserve Club®	20%
100 Yr. 2019-2020, 40% 2021-2022, 15% 2023-2024		
Chobani	100% Greek	20%
2019-2020, 2021-2022, 2023-2024		
Chobani	Yogurt Medley	20%
2019-2020, 2021-2022, 2023-2024		
Chobani	Yogurt Tea	20%
2019-2020, 2021-2022, 2023-2024		
Chobani	Kids Smoos®	20%
2019-2020, 2021-2022, 2023-2024		
Chobani	Mommy's Chobani	20%
2019-2020, 2021-2022, 2023-2024		
Chobani	Monster Smoos®	20%
2019-2020, 2021-2022, 2023-2024		
Chobani	MOMMY'S	20%
2019-2020, 2021-2022, 2023-2024		

Chester	Naka Naka	
80 W 13th St San Jose CA 95126	(408) 276-2141	\$20 L
213-825-8141		30-4
Chester	Ostaya Chester	
8 W 10th St, San Jose CA 95126	(408) 276-2141	\$20 L
213-825-8141		30-4
Chester	Tanquer Tavern	
San Antonio Hotel 30 W 1st St San Jose CA 95126	(408) 276-2141	\$20 L
213-825-8141		30-4

Germany

Chemistry	15 EAST	
1350 13th St. 9400 Ocean Bldg. 1000	1000	1000
201-485-2000		
Chemistry	Ally South	
1000 13th St. 9400 Ocean Bldg. 1000	1000	1000
201-485-2000		

Go! Go! CURRY!

6/5 (FRI), 6/15 (MON) and 6/25 (THU) are **Free Curries**

Go! Go! Day!

Never go hungry.

Ordering to your mobile, means never with our FREE app!

Online Order Available
Scanless | Grab&Go | Take Out

Open 7 days

Times Square Station
 Chelsea Station
 World Trade Center Station
 Washington St. Park Square Garden
 Columbus Station

212 W. 37th St. (Sat, Sun & Mon)
 344 W. 11th St. (Sat, Sun & Mon)
 12 Ave. B, 1st Fl. (Mon, Tue & Wed)
 331 Thompson St. (Sat, Sun & Mon)
 541 Massachusetts Ave. Cambridge, MA 02139

www.gogocurryusa-ny.com

Facebook icon | Twitter icon

Lower Mile	Beats Sachs*	
28 Woodbury Rd. Mon. & Tu.		\$120.00 \$110.00
Lower Mile	Eleventh Restaurant*	
422 Broadway (at Hudson St.)		\$100.00 \$90.00
Lower Mile	ISE Downtown*	
48 West St. (Just West of Hudson St.)		\$100.00 \$100.00
Lower Mile	Karpov	
27 South End Ave. (at W. 17th St.)		\$100.00 \$90.00
Lower Mile	Melrose	
210 West 12th St. (West 12th & Hudson St.)		\$100.00 \$90.00
Lower Mile	NY Sushi Kasa	
430 West 12th St. (West 12th & Hudson St.)		\$90.00 \$80.00
Lower Mile	Sachsen	
200 Broadway (at Hudson St.)		\$100.00 \$90.00
Lower Mile	Sushi Zenba	
420 Broadway (at South St.)		\$100.00 \$90.00
Lower Mile	SushiShi	
21 West Broadway (West 12th & Hudson St.)		\$100.00 \$90.00
Lower Mile	Yakitori Den	
21 Hudson St. (East 12th & Hudson St.)		\$100.00 \$90.00
Lower Mile	Yuppies	
21 West 12th St. (West 12th & Hudson St.)		\$100.00 \$90.00

Tribeca		
Tribeca	Brasseriehole	
20 Hudson St. (bet. Duane St.) (212) 510-4711		\$135/L \$16.95/H
Tribeca	ROMA*	
214 Hudson St. (bet. Canal & Duane St.) (212) 213-1430		\$75/L \$10.95/H
Tribeca	ROSE	
700 Hudson St. (bet. Canal & 9th St.) (212) 213-0800		\$205/L \$24.95/H
Tribeca	ROSE NEXT DOOR	
100 Hudson St. (bet. Franklin St. & Duane St.) (212) 213-0800		\$75/L \$10.95/H
Tribeca	Rougecap	
100 Hudson St. (bet. Canal & 9th St.) (212) 213-0800		\$65/L \$8.95/H
Tribeca	Shogun*	
211 Duane St. (bet. Canal & Franklin St.) (212) 213-0200		\$25/L \$3.95/H
Tribeca	Tokyoachi Tribeca*	
100 Hudson St. (bet. Canal & 9th St.) (212) 510-4700		\$105/L \$12.95/H
Tribeca	Zutzi*	
21 Hudson St. (bet. Jay & Duane St.) (212) 213-1000		\$45/L \$5.95/H
SoHo		
SoHo	Blue Ribbon SoHo	
101 West 14th St. (bet. Spring & Prince St.) (212) 476-4000		\$105/L \$12.95/H

Sales	Headline	Price
150 Thompson St. (near Avenue C & Spring St.)	215-625-3470	\$250K \$1.1K/sq ft
Sales	Headline	Price
76 Thompson St. (near Avenue C & Spring St.)	215-625-3470	\$275K \$1.1K/sq ft
Sales	Headline	Price
144 Thompson St. (near Ave C & Prince St.)	215-625-3470	\$335K \$1.1K/sq ft
Sales	Headline	Price
215 1st Ave. (near Prince St.)	215-625-3470	\$380K \$1.1K/sq ft
Brooklyn		
Brooklyn	1st Flr	Price
150 2nd St. (near Avenue C & Ave A.)	718-281-4733	\$320K \$1.1K/sq ft
Brooklyn	Ann Sacks*	Price
160 Madison St. (near Ave C & Ave E.)	718-281-4733	\$175K \$1.1K/sq ft
Brooklyn	Boaz	Price
289 Canal St. (near Avenue C & Spring St.)	718-281-4733	\$240K \$1.1K/sq ft
Brooklyn	Carneswell*	Price
100 Fulton Avenue (near Ave C & Ave E.)	718-281-4733	\$250K \$1.1K/sq ft
Brooklyn	Pauline Jacques-Camus	Price
52 1st St. (near Ave C & Ave E.)	718-281-4733	\$260K \$1.1K/sq ft
Brooklyn	Genoa	Price
150 1st St. (near Ave C & Spring St.)	718-281-4733	\$310K \$1.1K/sq ft

Brooklyn	Grain®	
301 Bayview Ave. Ste. 100 • Brooklyn, NY 11214	718-333-8800	
Brooklyn	Hibino Japanese Restaurant	
222 Bay St. 2nd Fl. • Brooklyn, NY 11201	718-333-8800	
Brooklyn	IZAKAYA ee SMITH	
100 South St. • Brooklyn, NY 11201	718-333-8800	
Brooklyn	Ki Seeki	
100 South St. • Brooklyn, NY 11201	718-333-8800	
Brooklyn	Miso	
100 South St. • Brooklyn, NY 11201	718-333-8800	
Brooklyn	Naruto Ramen	
100 South St. • Brooklyn, NY 11201	718-333-8800	
Brooklyn	OTU	
100 South St. • Brooklyn, NY 11201	718-333-8800	
Brooklyn	Ramen Yellows®	
100 South St. • Brooklyn, NY 11201	718-333-8800	
Brooklyn	SALT & CHARCOAL	
100 South St. • Brooklyn, NY 11201	718-333-8800	

**GREENWICH
VILLAGE
OOTUYA
NOW OPEN!**

大戸屋
OOTUYA
Japanese Restaurant

41 E. 11th St. www.ootuya.us
212-473-4300

FREE ICE CREAM

"Bring the sugar and get a scoop of ice cream." "I couldn't resist and ended up with a group." "Offer is customer only." "AND this. BEST OF 2009." "Total win of this location."

NEW ARRIVAL

**SIGNATURE BOON
NOODLE &
POKE BELL**

"SATUR" **"KIT"**

CHINA 101

216 E. 3rd St., Dept. 301 & 302
512-254-1117 Tye Tuck into The Great Wall
www.dinnerwithtyetuck.com

JOJO'S
DRESS UP YOUR PLACE

Exclusively on Fridays and Saturdays
Daily Late Night Menu

Have you tried it yet?
(ONLY FR & SAT 12:00AM LATE CAB)

Daily Dinner	\$10	Yule Funtime	\$4
Ala Carte	\$18	Macaroni Normal	\$4
Arbites	\$4	Shrimp Fries	\$10
Red Chicken	\$1	Paik Ganga Biri Kite	\$13

(Menu and specials are subject to change)

Brooklyn	Support These Japanese	
60 Kingston Ave. bet. Deane & Madison St. NY 11211	\$12.95 L	
Brooklyn	Sushi Katsuri	
2017 Avenue J, bet. Ave. K & L NY 11219	\$25.95 L	
Brooklyn	Yasuno	
1110 11th Ave. bet. 11th & 12th St. NY 11219	\$25.95 L	
Brooklyn	Zenichiku	
1110 11th Ave. bet. 11th & 12th St. NY 11219	\$25.95 L	
Brooklyn	Zaika Ramen	
1110 11th Ave. bet. 11th & 12th St. NY 11219	\$25.95 L	
Queens		
Queens	Aji Japanese Cuisine	
3640 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Ayura Ramen	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	ANYOSHI	
40-11 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	gawazushi	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Hibino Japanese Restaurant	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Hinomura Ramen	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	KATSUNO	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Koto Sushi	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	

Queens	UBW Noodle Dining	
25-11 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Matsu Sake	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Onishi Sake	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Peak Noodle	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Ramona Okashi	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Seki Thai Sake	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	SUSHI ISLAND	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Sushi Nara	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Takemura	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Tsuki Sake	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Udon West	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Queens	Wetawa Sake	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island		
Long Island	Seishun	
2100 Northern Blvd. Manhasset, NY 11030	\$25.95 L	

Long Island	Shiro Japanese Steak House	
1110 11th Ave. bet. 11th & 12th St. NY 11219	\$25.95 L	
Long Island	Sushi Restaurant	
2017 Avenue J, bet. Ave. K & L NY 11219	\$25.95 L	
Long Island	Kenno	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island	Karaoke	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island	Karaoke	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island	Momoto Restaurant	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island	Nagashima	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island	Restaurant Yoneguchi	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island	Shiro Japanese Steak House	
1110 11th Ave. bet. 11th & 12th St. NY 11219	\$25.95 L	
Long Island	Shiro Japanese Steak House	
1110 11th Ave. bet. 11th & 12th St. NY 11219	\$25.95 L	
Long Island	SUSHI ISLAND	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Long Island	Tsuki Sake	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	

Long Island	Torino	
1110 11th Ave. bet. 11th & 12th St. NY 11219	\$25.95 L	
Long Island	Yaki's Palette	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
The Bronx		
The Bronx	GIANA	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester		
Westchester	Asian Tomboy	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Gyo-Ramen	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Hipster	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Kobe	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Moshi	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Nishi	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Nishi	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Sure Restaurant	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	
Westchester	Tsuki	
3610 Junction Ave. Astoria, NY 11030	\$25.95 L	

RAMEN BENTO BOX

Only AVAILABLE at our NJ location \$9.99

Ramen Setagaya
www.ramensetagaya.com

See for 11:00am-9:30pm, Fri & Sat 11:00am-10:00pm
240 Main St., 7801 LEE, NJ 07034 201-954-0729

OPEN 365 DAYS

Tonkotsu Ramen

with Cha-shu Pork Topping

Think slices of chashu are prepared using pork from Fukushima, and the Ramen is made with 100% Japanese rice. Serving cheap and delicious food is our motto.

Menya Sandaime

1683 Parker Ave. Fort Lee, NJ 07024 TEL: 201-481-4343
Sun-Thur: 11:30am-9:00pm Fri & Sat: 11:30am-9:30pm

Upstate

Upstate	Kiva House
14-211 Washington Ave. Troy, NY 12180-4400	212-257-2100
Upstate	Morton House
520 Route 52 Cortlandt, NY 13061	607-753-2821
Upstate	MT Fuji Steak House
290 Rockwell Pl. Albany, NY 12205	518-353-4270
Upstate	Sale
170 International Dr. Saratoga, NY 12858	518-589-6140

New Jersey

New Jersey	Asake Japanese*
1475 Jergen Ave. Fort Lee, NJ 07024	212-344-1140
New Jersey	Onyiah*
691 Madison Ave. Montclair, NJ 07042	908-255-3466
New Jersey	East Japanese
1485 Lincoln St. Secaucus, NJ 07094	201-822-1232
New Jersey	Heidi Sash*
52 Leland St. Pat. N.J. 07024	201-984-2452
New Jersey	Hugo Eastern Restaurant*
2500 Center Ave. A.J. 1701, N.J. 07214	201-494-6025
New Jersey	Honcho Lounge*
21 Montgomery St. 07102, N.J. 07102	201-324-2139

New Jersey	Ichu Uni Restaurant*
322 Madison Ave. Secaucus, NJ 07094	201-626-0756
New Jersey	IDEBAN
740 Springfield Ave. NJ 07094, NJ 07094	201-495-8121
New Jersey	Joshi Restaurant*
138 Cedar Street, Newark, NJ 07102	212-484-7201
New Jersey	Kanzen*
211 Republic Ave. D. 07094, NJ 07094	201-494-6260

New Jersey	Kanzen*
181 Montgomery St. Jersey City, NJ 07310	201-324-2139
New Jersey	Kanzen* Inc*
120 Canal St. Jersey City, NJ 07310	201-324-2139
New Jersey	Kyushu Sash*
308 Hudson Ave. Wall, NJ 07712	201-753-7126

New Jersey	Matsu Sash & Grill*
61 W. 10th St. Secaucus, NJ 07094	201-626-0756
New Jersey	Monster Sash*
301 Springfield Ave. Secaucus, NJ 07094	201-626-0756
New Jersey	Naka Sash*
200 Main St. Fort Lee, NJ 07024	201-324-2139

New Jersey	Sakana House*
420 George Ave. Paterson, NJ 07651	201-324-2139

New Jersey	Sensoku (Mitsuru)
188 Main St. Paterson, NJ 07651	201-324-2139
New Jersey	Smash Sash (Mitsuru)
188 Main St. Paterson, NJ 07651	201-324-2139
New Jersey	Sushi Teaser*
188 Main St. Paterson, NJ 07651	201-324-2139
New Jersey	TATSUMI*
188 Main St. Paterson, NJ 07651	201-324-2139
New Jersey	Yoshi Sash*
188 Main St. Paterson, NJ 07651	201-324-2139
New Jersey	Yoshi Restaurant
188 Main St. Paterson, NJ 07651	201-324-2139

New Jersey	Yoshi Restaurant
188 Main St. Paterson, NJ 07651	201-324-2139
New Jersey	Yoshi Restaurant
188 Main St. Paterson, NJ 07651	201-324-2139

Connecticut

Connecticut	Alon
201 Main St. New Haven, CT 06510	203-471-1100
Connecticut	Kazu
1111 Main St. New Haven, CT 06510	203-471-1100

CAFE

Upper West	Board Pipers Upper W.
201 Main St. New Haven, CT 06510	203-471-1100
Upper East	Chase Factory
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown West	Cafe Zappa Midtown W.
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	Brooklyn Cafe
1111 Main St. New Haven, CT 06510	203-471-1100

Midtown East	Cafe Zappa Midtown E.
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	Chase Factory
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	IFP000 TEA
1111 Main St. New Haven, CT 06510	203-471-1100

Midtown East	Masayoshi Kachuan
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	Cafe Zappa East Village
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	Chickadee
1111 Main St. New Haven, CT 06510	203-471-1100

Midtown East	PRIMA
1111 Main St. New Haven, CT 06510	203-471-1100

Lower Mid	Yogi Tea Garden
1111 Main St. New Haven, CT 06510	203-471-1100
Brooklyn	Sweet Dynasty
1111 Main St. New Haven, CT 06510	203-471-1100
New Jersey	Masayoshi Kachuan
1111 Main St. New Haven, CT 06510	203-471-1100
New Jersey	Pratima
1111 Main St. New Haven, CT 06510	203-471-1100
New Jersey	Brooklyn Cafe
1111 Main St. New Haven, CT 06510	203-471-1100

KARAOKE

Upper West	Yogi's
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown West	Yogi's
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	Brooklyn Cafe
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	Japan 78
1111 Main St. New Haven, CT 06510	203-471-1100
Midtown East	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100



Karaoke Club 48* is a new addition to the city of New Haven, and we are excited to announce that we are now open for business. We are a new addition to the city of New Haven, and we are excited to announce that we are now open for business. We are a new addition to the city of New Haven, and we are excited to announce that we are now open for business.

Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100

Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100

Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100

Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100

Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100
Karaoke Club 48*	Karaoke Club 48*
1111 Main St. New Haven, CT 06510	203-471-1100

SING SING KARAOKE

Everyday Happy Hour! Open to 9pm \$4/hr/p

- 15 private rooms for your parties, accommodate up to 40 people
- A bar lounge
- Sing your own local with no extra charge

The Best Deal

50% off \$4/hr/p

Just Mention It

*Mention Chopsticks NY

St. Albans

1111 Main St. New Haven, CT 06510

Brooklyn

1111 Main St. New Haven, CT 06510

Upper West

1111 Main St. New Haven, CT 06510

Midtown West

1111 Main St. New Haven, CT 06510

Midtown East

1111 Main St. New Haven, CT 06510

Thai Food...

A World's Heritage Loved and Cherished Globally

Thailand is the origin of one of the greatest culinary cultures in the world. The agriculture-based economy and abundance of natural resources ensure that the freshest herbs and vegetables are supplied to kitchens throughout the country. That is proud of their food culture. The knowledge they have in crafting delicious meals makes Thai food distinctively flavorful, earning it a top spot among the world's suppletive cuisines. All these combine to make Thailand...the Kitchen of the World.

(THINK EXOTIC TASTE)

Thai food is known for its ability to touch each taste sensation, with flavors bursting in saltiness, sweetness, sourness, and spice. An artful combination of these four flavors is what gives Thai food its famous zest, which has made Thai cuisine popular and loved throughout the world. Thailand's most famous dishes include Pad Thai (Thai style fried noodle), Massaman Curry, Green Curry, Panang Curry, Tom Yum Goong (spicy shrimp soup), Gai Hoi Bai Toey (chicken wrapped in pandan leaf), Som Tum (papaya salad), Tom Kha Gai (galangal chicken coconut soup), and Khao Niew Ma Muang (sweet sticky rice with mango). These Thai dishes are always served with jasmine rice or Hom Mali rice.



(THINK HEALTHY, DELICIOUS FOOD)

If you want to stay healthy, Thai food is your choice. It is also considered a low-calorie option. Various kinds of fruits and herbs used in Thai cuisine are considered as healthy food. Ingredients "Galangal" is good for a relief of flatulence, diarrhea, asthma, bronchitis, and a reduction of phlegm as it contains vitamins B1 and B2, calcium and phosphorus. "Lemongrass" can relieve rheumatic pain, abdominal cramps and nausea as well as improve digestion, help leucorrhea and lower blood pressure. "Tamarind" helps the digestion system, including the intestines, and cools the body. It also relieves constipation as well as diarrhea and prevents phlegm build-up. "Coconut Juice" is effective at hydrating the human body.

It has the ability to clear up and subsequently tone the skin. Also, because of its high concentration of fiber, it aids in the prevention of indigestion and reduces the occurrence of acid reflux. While "Coconut Milk" contains lauric acid, antimicrobial lipids and capric acid, which can fight the viruses and bacteria that cause herpes. "Mangosteen" a low-calorie fruit, is rich in dietary fiber. It has natural antibacterial properties and antimicrobial compounds which are highly effective in treating many common skin problems. Acne, skin blemishes, oily skin and dry skin can be alleviated by the consumption of mangosteen. "Nuem Plai" or fish sauce with its Thai unusual taste, mostly found in all Thai dishes, is full of iodine. Iodine helps in the optimal utilization of calories, thereby preventing its storage as excess fat. All of these Thai fruits, herbs, and ingredients are rich in natural goodness and health benefits.



(THINK WORLD FOOD SUPPLIER)

With an abundance of natural resources and optimal weather conditions, Thailand is an ideal land for the cultivation of crops, and the raising of livestock, poultry and fish throughout the year. The country is thus a major supplier of food to countries around the world. Moreover, locally grown food products are distinctive, with unique taste and aroma. Examples are coconut juice, Hom Mali rice, mango, mangosteen, and herbs - all of which are important ingredients of Thai food and can be used in the preparation of any other cuisine worldwide. Thailand is also a great place to produce organic food.

Today, Thailand is one of the largest food exporters in the world. It is a leading exporter of chicken, shrimp, tuna and rice. Other important food products exported from Thailand include fruits (fresh and dried), vegetables (fresh, chilled, and frozen), crab, as well as shrimp cocktail, wasabi, spaghetti, frozen food, ready-to-eat food, beer, wine and rice crackers. The wide variety and abundance of Thai food stock have earned Thailand the reputation of being "The Kitchen of the World."

Department of International Trade Promotion, Ministry of Commerce, THAILAND

For more information, please visit website: www.ditp.go.th

THINK EXOTIC TASTE

DITP  THINK THAILAND

JUNE 26-27, 2015

THAILAND Kitchen of the World

Tantalizing Taste of Thailand

At TASTE ASIA 2015 @ TIMES SQUARE

JUNE 28-30, 2015

THAILAND PAVILION @ SUMMER FANCY FOOD SHOW 2015

AT JACOB JAVITS CONVENTION CENTER (Level 1), NEW YORK

Kitchen of the World, Unforgettable Thai Cuisine is undoubtedly one of Thailand's greatest pride. It's a treasure of centuries of culinary discoveries. Thai food today still retains the genuine delicious, nutritious taste loved by people the world over. Many Thai dishes are so popular that they have been regarded as one of the world's most delicious foods. **Today, Thai food industry is ready to support Thailand on its way to become the Kitchen of the World.** To showcase outstanding capabilities of Thai entrepreneurs across industries, on a regular basis, the official organizer THE World of Food Asia (THAFA) - please visit www.thailandfoodfair.com

THAFA is a Thai government and Thai private sector joint venture, under the patronage of the Thai Prime Minister since 2008.



[illegible]

SAPPORO AND THAI CUISINE: A PERFECT PAIRING

What's the best beverage to enjoy with truly authentic Thai Food? Sapporo Premium is a natural accompaniment to your favorite Thai dish. The refined flavor and texture of Sapporo Premium elegantly anchors any Thai meal, but it's especially refreshing with popular Thai appetizers like Chicken Wings with Sweet Chili Sauce or after a fiery, hot mouthful of delicious Green Curry.



The food of Thailand, with its emphasis on noodle and rice dishes, is wonderfully starchy, and so is beer. Sapporo Premium is made with ingredients of the highest quality: purified water, hops, and malt. Easily recognized by its black label, Sapporo Premium brings an extra dimension to the happy marriage of Thai cuisine and beer—with a Japanese twist.

Photo shooting in cooperation with Sake Thai



PLEASE SHARE SAPPORO RESPONSIBLY © 2013 SAPPORO U.S.A., INC., NEW YORK, NY SAPPORONET.COM

West Village	SEA
100 West 45th St. (at 7th St.)	\$10 L
212-263-2221	
West Village	Yee Hoi Food*
200 West 45th St. (at 7th St.)	\$10 L
212-263-2221	
East Village	Kati Thai Cuisine
347 E. 10th St. (at 2nd Ave.)	\$10 L
212-263-2221	
East Village	Klong
213 Madison Ave. (at 3rd St.)	\$10 L
212-263-2221	
East Village	Spice
213 Madison Ave. (at 3rd St.)	\$10 L
212-263-2221	
East Village	Spice
213 Madison Ave. (at 3rd St.)	\$10 L
212-263-2221	
East Village	Yee Thai
213 Madison Ave. (at 3rd St.)	\$10 L
212-263-2221	
Lower Midtown	H Thai
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Kanai Lee
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Penguen Chienchen
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Sherry Rice
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Kitchies
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Peep
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Chen Thai Kitchen*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	

Lower Midtown	Liby Thai
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Pegada Thailand
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	SEA
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Sherry*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Yee Thai
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Pho Restaurant
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Absolute Thai Restaurant*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	

VIETNAMESE

Lower Midtown	Asia Grill
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Le Colonial
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	PHO & SHAW*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Wild Noodle House*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Sargon Market
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Nin Truong
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	

Lower Midtown	Paris Restaurant*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Paris Restaurant*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
OTHER	
Lower Midtown	Anata
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Amber*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Gobi
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Massa Restaurant
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Flux 57
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Fusha Asian Cuisine
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Jeze of Kitchens
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Rice on Lexington Ave
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Babel
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Green*
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	
Lower Midtown	Phased House
100 Hudson St. (at 10th St.)	\$10 L
212-263-2221	

East Village	Prize & Beyond New York
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Prize*
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Yacht
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	The General
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Kho-ya
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Bliss Edition Braddy's
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Khai-sa
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Purple Pans
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Rice
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	TBD
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	AOLZORA Restaurant
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Bliss Bangers*
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	Kee Koo Yogurt
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	
East Village	the bar
100 East 10th St. (at 10th St.)	\$10 L
212-263-2221	



THE BEST AUTHENTIC THAI RESTAURANT

Recommended by THEATRE WEEK NEW YORK TIMES ★★ ZAGAT



Best Locations

OPEN 7 DAYS 11:30am-11:30pm

Chinatown
166 Bayard St. (corner of Broome St.)
212-349-5132

Orhous
165 W 34th St. (bet. 6th & 7th Ave.)
212-445-8838

Theater District
244 W 45th St.
(bet. 6th Ave. & Broadway)
212-582-5392



New Course menu for spring

including Seafood, Marine Delicacies, and More & More

15 table dining rooms available



PHOENIX GARDEN 城

www.phoenixgarden.com

242 E. 40th St. (bet. 2nd & 3rd Ave.)
212-963-6999



MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 50 - MONO of the month

KAMAKURA SHIRTS

Call it Japanese elegance through craftsmanship: an attention to detail so finely tuned that style, comfort and functionality flow seamlessly. Whether deriving from experience or from instinct, airily iconic, sartorially conscious New Yorkers quickly discovered Kamakura Shirts when it opened its first international door as Madison Avenue's new Grand Central. Through word-of-mouth, the popularity of their finely tailored shirts designed for the most stylish, supreme comfort, their highest quality fabrics such as their luxurious 300 year count shirts, and their genuine mother-of-pearl buttons slumped and leapt in a precisely particular manner, spread rapidly.

Shirts only uses shell buttons that not only looks more elegant but also tolerate more bodies than its plastic versions.

Their 200 year count shirts are given extra treatments. The placement of a customized opening top-like top button reduces the pressure felt around the neck when wearing a tie. The use of fused slinks on the top and cuff buttons makes repetitive buttoning and unbuttoning easier for men and the fabric, and the sixth buttonhole which is closest to the waist is horizontally placed for freer body movement. The cut and tailoring of each shirt integrates such ingenious little touches that make Kamakura Shirts incredibly comfortable to wear.

A family owned company lead by visionary CEO and Founder Yoshio Sadaoka, Kamakura Shirts first opened its doors in Kamakura, the ancient capital of Japan located about 30 miles southwest of Tokyo. From conception, Mr. Sadaoka set out to "bring great style to Japanese people." He noticed how men looked instantly more stylish, cooler and better pulled together in lay-league-styled shirts worn by New Yorkers, Londoners and hepster musicians back in the day. He wanted men in Japan to have easier access to obtaining such style at an affordable cost.

Reviving and maintaining the Japanese tailoring industry was also a vision held by Kamakura Shirts. Japanese tailoring is one of the most skillful and technically advanced in the world, so, Sadaoka decided to take a direct-to-factory approach, cutting out the middle men and instead dedicating their entire production process to small independent factories and highly trained craftsmen across Japan. The tailors and craftsmen that Kamakura Shirts employs are passionate about their specific area of expertise, which can be extrapolated by the simple button. Kamakura

Even with all the heightened attention to detail and expertise, hiccups are inevitable when opening up a store in the heart of New York. The biggest a-ha! moment came quickly after opening. Customers would come in and ask why there were pockets on the shirts. In Japan, especially amongst businessmen, the preference was to have shirts with a front chest pocket to keep a pen close at hand. Aesthetically, it has become such a cultural norm in Japan that until customers at the Madison Avenue store started asking and requesting for shirts without pockets, it went unnoticed. The change was quickly made and a New York collection was launched.

Kamakura Shirts is opening a second New York store this fall in the Financial District's new luxury shopping destination Brookfield Place. Merely located in Tokyo, the company now operates 25 stores in Japan.

Kamakura Shirts

400 Madison Ave., New York, NY 10017
TEL: 212 200-5505 / www.kamakura-shirts.com
www.kit-lab.jp (Japanese only)



Sourcing the highest quality fabrics offered only by the world's top 3 cotton producers, Kamakura Shirts takes thread count to luxurious new heights with their 200 year count shirts.



No plastic buttons here. Original shell buttons are sewn to withstand wearing.

Each shirt is made to order for style and comfort but if you're headstrong to longbe, the fabric to Madison Avenue is just for you.



North of Grand Central where high count fabrics meets the business elite the finest shirts from Italy and France are hand sewn in Japan, with international tail.

What on Earth?

梅雨

TSUYU

From early May to late July, most of the areas in Japan experience a gloomy rainy season known as “Tsuyu” or “Boru.” Meteorologically, it’s caused by the collision of warm, high-pressure fronts coming from the south and cold, high-pressure fronts staying in the north. Thus, tsuyu starts in the southern part of Japan and moves up north (See the table for the average period of tsuyu in each region.)

Unlike rainy seasons in other areas of the world, tsuyu is rarely accompanied by squalls or showers. Instead, it rains constantly. Consequently, it sometimes causes serious landslides. What bothers people most, though, is the humidity. It’s so horrible that it makes things get moldy and food more perishable. It is actually the season most people suffer from food poisoning. Most of the Japanese hate tsuyu for this reason.

Tsuyu does not, however, bring about only depressing things. It’s a blessed season for crops. Thanks to the abundant rainfall, crops grow very well, resulting in a rich harvest. Actually, Japanese people write “tsuyu” with the *kanji* (Chinese character used in Japan) meaning “plum rain” since plums ripen during this season, although the original meaning of the *kanji* when they imported the word and concept from China was “mold rain.”

Tsuyu is deeply embedded in Japanese culture, so no matter how gloomy it is, Japanese people appreciate this season and try to enjoy it as much as possible. Many sightseeing places maximize the soft focus effect that the misty rain creates for viewing scenic areas. Also, *ajisai* (hydrangea) blooms in this season, and Japanese people strongly associate this flower with tsuyu. If you visit *Ajisai-dera* (Hydrangea Temple) in Kamakura, Kanagawa Prefecture, during this season, you will understand the Japanese sentiment as well as enjoy the beautiful, misty view.



In modern Japanese society, people have figured out how to spend the month and a half of this damp season more comfortably. Hi-tech dehumidifiers and air conditioning units with dehumidifying functions continue to be developed, while the fashion industry tries to encourage people to go out by providing a variety of rainproof items: brightly colored raincoats, rubber boots, bags, hats, and umbrellas. Polka dots, flowers, frogs, and snails are popular patterns in this season. After tsuyu, Japan enters summer. The sun always shines after the rain.

THE AVERAGE PERIOD OF TSUYU IN EACH REGION

(Source: The Meteorological Agency's press document in 2009)

REGION	START	FINISH	PERIOD
Okinawa	May 5	June 23	47 days
Amami	May 10	June 25	50 days
Kyushu (Southern part)	May 29	July 13	46 days
Kyushu (Northern part)	June 5	July 16	44 days
Shikoku	June 4	July 17	44 days
Chugoku	June 6	July 20	45 days
Kinki	June 9	July 18	44 days
Tokai	June 9	July 20	43 days
Kanto Koshinetsu	June 6	July 20	43 days
Hokuriku	June 10	July 22	43 days
Tohoku (Southern part)	June 10	July 23	44 days
Tohoku (Northern part)	June 12	July 27	46 days
Hokkaido	N/A	N/A	0 days
Ogasawara Islands	N/A	N/A	0 days

Available for North America in Tokyo!



JAPAN RAIL PASS

Image: 14 days: 21 days: 28 days:

Coach Class 29,110yen / 46,390yen / 59,350yen
Green Class 38,890yen / 62,950yen / 81,870yen

SHINKANSEN BUS EXPLORER

From Narita Airport to Tokyo

1 day: \$30 **2 days: \$36**

TRAVEL INSURANCE

from \$21

RENTAL CAR, PHONE AND WIFI IN JAPAN

We provide a special offer!

Travel Magazine "Japan"

We distribute our Travel magazine for going in Japan. If you would like to get them, please contact us!

Since 1978

IACE TRAVEL

800-872-4223 / 212-972-3200

Email: myo@iace-usa.com www.iace-usa.com

The World Heritage Sites of Japan

SHIRAKAMI SANCHI

(Designated by UNESCO in 1993)

Stretching across the borders of Aomori and Miyagi prefectures is the northeastern part of Honshu Island, Shirakami Sanchi has the last virgin forest of beech, Sclerophyll broad trees, that cover the good hills and the granite slopes of northern Japan. A 17,000 hectare area, out of 40,000 hectares of mountains, is designated a World Heritage Site, and 74 % is in Aomori prefecture. Shirakami Sanchi, locally considered as "Where God Mountains" preserves nature well and shows the evolution of terrestrial, freshwater, and marine ecosystems. The coconuts are stored from November to May for sale, however, but during the summer season you will enjoy grand views of lakes and waterfalls as well as the 400 year old "Mother Tree" that keeps a virgin virgin forest of water of the peak. (Check our home page for more info, had guided walking tours and bus tours are also available.)

Photo courtesy of Heisei Shikoku
 (by Shikoku Shikoku)

Akihabara Otaku Tour

Akihabara known as the "Otaku Paradise" has become the world's leading electric town with many electronic, hardware, and software stores that line the streets, and is currently a popular entertainment district for many tourists!

- Arrive at Akihabara Station
- Browse the display outlets at COMEGE, RadioShack, and other stores at GOTO STAGE AREA.
- Enjoy a meal at a trendy cafe, games cafe.
- Purchase a wig at ASSET WIGs going with your cosplay outfit.
- Purchase a weapon for your outfit at Tokyo Shokun.
- Check in your cosplay outfit and visit Uki-Do station to take a commemorative photo under one of the photo booths. (They also have outfits available for free!)
- Visit a cosplay lounge Uki-Do in your cosplay outfit for a drink.

Anime Setting Tour in Saitama

Saitama Prefecture serves as the setting for a large number of animations and comic books. Locations in the prefecture that have appeared in animations and comic books, or where heroes were filmed in action scenes, are introduced with photographs. Lucky Star is a four frame cartoon portraying the everyday lives of high school girls. Since the cartoon was made into an anime and Saitama prefecture was introduced as the setting with its word places, the number of fans visiting has increased. A typical sacred place in Mahiroshi Shrine in Mahiroshi City. It is noted that the first "holy pilgrimage" was in introducing economic effects with great influence on the development of the region.

Tokyo Comic Market Tour

Aug. 13th-Aug. 19th
 (6 nights/8 days)

\$575 /per person

Level Package
 Hotel 6 nights with breakfast,
 Narita Airport Shuttle Bus to/from
 Hotel, Free WiFi, Akihabara Otaku
 Tour, Anime Setting Tour in
 Saitama prefecture, JR train pass
 for 5,000 yen.

- Travel on double-occupancy single room plus 100%.
- Hotel: Double Room or single room.
- Minimum number of participants is 11.
- Days 1 of 100% is reserved after signing up.
- Check-in/checkout fees included after June 1st.
- Change of 100% more applicants within 100%.
- The contents are subject to change without notice (limited to 100% only).



Toll Free: 1 (800) 929-2663

E-mail: newyork@amnet-usa.com | www.emnet-usa.com



Historical City Developed by Respected Leaders

President John F. Kennedy was known to admire feudal lord Yamae Uesugi, who governed the Yonezawa region—now Yonezawa City—on the late eighteenth and early nineteenth centuries. Kennedy respected Yamae's view of governance and self-discipline, a view echoed in the famous quote from the president's inaugural speech, "Ask not what your country can do for you, ask what you can do for your country." Although Kennedy's admiration did not spur a rash of foreign trips to Yonezawa City, this historic city is well worth a visit.

Yonezawa City is a castle town with more than 800 years of history. In its early years (during a period of multiple wars in Japan) Yonezawa was controlled by the Gata clan for a total of 212 years. During the Edo period (1603–1868), the Uesugi clan was assigned to the Yonezawa area by the Tokugawa shogunate. The clan was originally based in Niigata Prefecture and was forced to move to the Aizu domain and then to Yonezawa. The clan needed to establish the town under its governance from the beginning. The first lord of the Yonezawa domain, Kagakatsu Uesugi, and his right-hand man, Kanetsugu Maeno, built the city's foundation in the early seventeenth century by supporting civil engineering and developing local industries. The aforementioned Yamae, the ninth lord of the Yonezawa domain, was particularly respected because of his governing strategy.

Today, all this history has been dutifully pre-

served in museums, shrines, and landmarks. Some of the most-visited places are **Uesugi Shrine**, which honors Kanetsugu Uesugi, a legendary warrior and the stipendiary of Kagakatsu; **Motomigasaki Shrine**, where notable figures of Yonezawa history are enshrined, including Yamae, Kagakatsu, and Kanetsugu; **Yonezaki Temple**, which was built by Kanetsugu Maeno and cited as an academy for the children of samurai; and **Kaidohoku**, which houses the treasures of the Uesugi clan, with more than 1,000 items on display, including Kanetsugu's personal possessions.

Those who are new to the local history can enjoy (and learn) at **Uesugi Memorial Hall** (Uesugi Kenkoku-kan). An exact replica of Uesugi's mansion, Uesugi Memorial Hall allows people to view the historical grounds, gardens, and mansion while having some coffee, tea, or local cuisine. This historical site's restaurant serves Yonezawa beef *shukiyaki* and more. Another place to visit **Yonezawa City Uesugi Museum**, is situated on the ruins of Yonezawa Castle. It houses the historical and cultural heritage of the city, including the Rakusha Reigen-in Ryōbu, a painted scrolls hall that is an officially designated national treasure.

Yonezawa embraces its fantastic history and shares it with all who visit. Visitors to the city of Yonezawa can experience the life of these historic clans and their samurai through workshops, tours, performances, festivals, and much more.



Yonezawa City is located at the southern tip of Yonezawa Prefecture, bordering Fukushima Prefecture. One of the reasons the region is known for various products (sake, tea, and major agricultural products) including Yonezawa beef.



Yamae Shrine, built by Kanetsugu Maeno, saved the city from its financial crisis in the late 18th Century.



All photos courtesy of The City of Yonezawa www.city.yonezawa.yamanashi.jp/en/

WHAT TO EAT IN YONEZAWA

Yonezawa City's long history has allowed its residents to continue ancient culinary traditions and techniques, including farm and food. Yonezawa has been cultivating apples for longer than any other area in its prefecture, and it has such high-quality delicious beef that the city holds a beef festival once a year. Yonezawa also has the perfect steams for city. Yonezawa Prefecture's most famous food is the Yonezawa dairy and the middle bamboo shoots that grow in the mountains are delightfully tasty and crunchy. Many Yonezawa find Yonezawa's edible dry-fermented herring, but the list of delicious foods goes on and on. Also, there are four sake breweries that use underground water from the Da Mountains.



Yonezawa is one of the premium apple, beef produced in the region. Sake, an apple, shikunabe, and the list of the premium items that beautifully combined beef with your mouth.

Using locally sourced water and other rice. Yonezawa is a source of sake from Yonezawa Brewery Co., Ltd. in Yonezawa City.

GASANRYU:

Fresh and Clean Sake to Accompany Your Dining

When enjoying sake, clean flavors might be desirable for those new to the drink, but multi-layered, complex flavors impress connoisseurs. Gasanryu, a series of sake crafted by Shindo Sake Brewery Co., Ltd., in Yamagata Prefecture, satisfies both needs. Mr. Masanobu Shindo, executive director of the brewery, reveals the story behind Gasanryu and shares how we can enjoy it more.

Q: Could you describe the story behind the Gasanryu series?

A: It's a long story actually. About 25 years ago, at the time of the bubble economy in Japan, we saw the sake market was driven by costly, high-end sakes. But those high-quality crafted sakes were not affordable for everyone. We wanted to change that reality. At the same time, our local prefecture's brewers had this strong conviction: "In the prefectural agricultural lab developed locally-grown sake rice (Ginsen Senzo). Here at Shindo Sake Brewery we strive to create high-quality and reasonable sake by using this sake rice."

Also, we wanted to create flavor beyond the traditional ones and attractively appeal to the younger generation. Finally, these new sake and people outside Japan, stay-to-drink sake captured in a slender blue/green bottle. That's the story of how Gasanryu was born.

Q: What are the features in taste throughout the Gasanryu line?

A: We wanted to create a clean taste that freshly made sake has. Every sake freshly out of the filtering process tastes clean in general, but the taste cannot last long due to subsequent processing. In our brewery we employ a special technique to retain that fresh flavor until you drink it at your table.

Q: That might be great with sushi and sashimi.

A: Yes. Particularly Gasanryu Dabuppusu (yama dazuppusu) is great with traditional style sushi. When I say "traditional" here, I mean the style of sushi you eat with soy sauce. On the other hand, Gasanryu Kitanagi (dazuppusu) goes well with modern styles/sushi that are sashimi arranged respectively and eaten without any sauce.

Q: In general, Western dishes are thicker and more full-bodied in flavor than Japanese foods. Which Gasanryu would you choose to pair it with?

A: Our Gasanryu Koba (Dazuppusu) might be the best for that. It's an elegant sake in terms of pairing and it complements various style/dishes and even rich Western styles/courses.

Q: How about with ramen?

A: Koba would be good, especially tonkotsu (pork bone broth) flavor.

Q: Finally, what do you say about the features of Gasanryu sake as opposed to other types of alcoholic drinks?

A: You can enjoy sake at a variety of temperatures: chilled or at room temperature and warm if it is winter. For example, for Gasanryu sakes, they have the distinct ability to retain their fresh original taste as their temperature changes. I recommend to drink them chilled, but you can definitely try other temperatures. Also, though it is not the standard way to drink sake, you can add squeezed lemon and lime in Gokiguisu or pour it into fresh fruits during summer.



GASANRYU Gokiguisu

Type: Yama dazuppusu

Flavor: A dairy and sleek sake with a bright and clean flavor. This medium dry sake has a slight milkiness and soft milky finish. It can be enjoyed as is, but it also complements light Western dishes well.

Food Pairings: Softly spiced white fish, seafood, and shellfish, French cuisine.
Temperature: Chilled



GASANRYU Kitanagi

Type: Dazuppusu

Flavor: Characterized by a gorgeous aroma reminiscent of cedar, pine, and peach. It has a light, clean flavor. It goes well with a wide variety of dishes through its best matched with lightly seasoned foods.

Food Pairings: Sashimi, sashimi, chawan, sashimi, sashimi, sashimi.
Temperature: Chilled



URA-GASANRYU Koba

Type: Dazuppusu

Flavor: It is remarkably aromatic with a fresh, succulent taste. It has a nice balance of floral and acidity, and its subtle elegance makes it an ideal choice for any occasion.

Food Pairings: Japanese dishes, French cuisine.
Temperature: Chilled



Shindo Sake Brewery Co., Ltd.
1371 Gasanryu Yamagata-city
Yamagata JAPAN
TEL: +81-236-25-3473
www.kusanryu.com

Distributed by JFC International Inc.
www.sakeimport.com



North America's premier Festival of Asian cinema is back with over 50 new feature films from Japan, China, Hong Kong, Korea, Taiwan, and South East Asia. Featuring guest appearances by Hong Kong megastar Aaron Kwok (*Past of Cat*), Japan's rising star Shida Sayumi (*Kobuchiko Love Motel*) and award-winning director Daikeichi Yoshida (*Pole Motel*), whose best works will be highlighted. Japanese film legends Ken Takakura and Etsa Sugawara (who sadly both passed away last November) will be the subject of the first joint tribute outside of Japan, which will feature the brand new digital remaster of the classic *Battles Without Honor & Humanity* - screened for the first time in North America.

AT RUM SOCIETY OF LINCOLN CENTER & WALTHEATRE 14th EDITION

NYAFF NEW YORK ASIAN FILM FESTIVAL

SAVE THE DATES!
JUNE 26 - JULY 11, 2015



HANAVI PRESENTS *An exclusively discounted travel plan for travelers to Japan*

Japan Hotel & Air Package

Up to **87% OFF!!** ... from market price

LIMITED TIME ONLY!!

Our Hotel & Air Package is for those who:

- ☒ Have booked an international flight ticket
- ☒ Want to book a travel package excluding international flight
- ☒ Want to discover new destinations in Japan
- ☒ Want to plan their own travel
- ☒ Want to see Mt. Fuji from the sky

Why Book with Us?

- ◆ We offer the most updated prices of hotels, airlines and activities
- ◆ You can choose your hotel in Japan from our network of 3,500 hotels!
- ◆ You can find the shortest domestic travel time

51 Cities Available!

ANA provides the leading network of approximately 600 daily flights. Arrange your destinations as you like and fly between these cities with ANA.

HIS For more information, visit **www.hisgo.com/us**

Toll Free **1-888-893-6228**
Website **his-america.com**

See Price Table



BEAUTIFUL BONSAI BLOSSOM IN BROOKLYN



Tree-career Julian Velasco of the Brooklyn Bonsai Garden is a fine example of home American style, although well-versed in the ancient art of this, he is still a young man.



Curving downwards, the Japanese (Sawara) exemplify the spirit "softness" style of bonsai. In nature, the wind trunk of this tree (right) would be stronger.



Velasco demonstrates pruning with an old (left) on the "in formal" style. The cutting of branches is important to maintain a tree's vitality.



Visitors to the garden can enjoy seeing the bonsai details up close — and taking in the long walk, a view of globally grown resources too.

If, like me, you have time to visit just one museum per month, make your destination a museum of bonsai. There, you'll get a double dose of culture for the artistry on display, as a captivating combination of human creativity and natural beauty, perfected in Japan for more than a thousand years. I've always been curious about these miniature trees grown in shallow containers (don't Japanese for tiny, as in plant), and was thrilled to meet Julian Velasco, curator of the C.V. Starr Bonsai Museum at Brooklyn Bonsai Garden.

Purely aesthetic, bonsai have no practical purpose — not grown for fruit, or medicinal berries, or to decorate the landscape, these tiny trees are created for the delight of the viewer and the cultivator. In nature, a majestic pine might grow so big, you couldn't get your arms around it. Here, it's mind-blowing to see that same pine reduced to a size so small, you could hold the entire tree in your arms! "Shaped in an artistic way," Velasco explains, "a great bonsai has the power to draw the viewer in, expressing the beauty of age, longevity, and the grandeur of nature."

In Japan, bonsai is considered difficult to master and is usually practiced by older people who have more time to spend. Here in the U.S., "there is a broader age range practicing bonsai," Velasco says.

"The internet and social media play a huge part in this wide demographic, as does a collective hunger to bring American bonsai to the highest level. As a result, we are developing an American style of bonsai, with a feel as diverse as our great country."

For those who would like to try bonsai, Velasco has this advice: "Purchase an inexpensive, small, pre-shaped bonsai from a reputable, containerless retailer. Select a species that can grow healthy in the space you intend to grow it in. A tropical plant such as Ficus is a good choice for a bonsai that will stay indoors all year. For those who can grow outdoors with some winter protection for dormancy, choose Elm. Sunlight, water and fertilizing are needed for healthy growth, so neither the species." But the most important requirement, he emphasizes, is love.

Their containers may be shallow, but the experience of seeing these trees is so deep as to be truly profound. "The essence of bonsai," Velasco concludes, "is nature itself. With an open mind and open heart, we appreciate how the bonsai expresses the wonders of nature."

—Reported by Julia Socho

Brooklyn Bonsai Garden
www.bbg.org



School Guide

This following is a list of schools where you can learn Japanese culture:

- Chapters available at www.chaptercity.com
- Chapters not available to click up

LANGUAGE

Upper West Year Two Self

501 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West NY Japanese Language

100 W. 25th St. (near 10th St.) **Japanes**
800-965-2171

Midtown West The Japan/Okajima Institute

200 W. 25th St. (near 10th St.) **Japanes**
212-474-4251

Midtown West Amey Language Institute

100 W. 25th St. (near 10th St.) **Japanes**
212-474-4251

Midtown West Friends Academy

301 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West Hills Learning

200 W. 25th St. (near 10th St.) **Japanes**
212-474-4251

Midtown West Best Language Institute, Inc.

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West Japan Society

301 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West Language House

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West PC Tech

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West Rossmore New York

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West ABC Language Exchange

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West Tami

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West NYU-SEPS

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West Village Language

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Long Island Long Island Japanese

21 Avenue B (near 10th St.) **Japanes**
212-474-4251

Long Island Lighted Japanese Culture Center

21 Avenue B (near 10th St.) **Japanes**
212-474-4251

Westchester Go/Nihongo Language

21 Avenue B (near 10th St.) **Japanes**
212-474-4251

Purchase New Academy of New York

21 Avenue B (near 10th St.) **Japanes**
212-474-4251

Westchester WCC/Confessing Edo

21 Avenue B (near 10th St.) **Japanes**
212-474-4251

New York Brooklyn Nihongo

21 Avenue B (near 10th St.) **Japanes**
212-474-4251

New York Japanese Language Center

21 Avenue B (near 10th St.) **Japanes**
212-474-4251

TRADITIONAL

Upper West Rossmore Japanese School

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Upper West Seishin Shido

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Upper West Seigyo Seishin School

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Upper West Unesco Chosyo Do

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West (Bibi) New York Red Dragon

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

Midtown West N.Y. Tiger Ryu Judo

201 Georgia Ave. (near 10th St.) **Japanes**
212-474-4251

にほんごではせう!

Japanese Classes

Highly Interactive Language Learning Services

Hills Learning

(Grand Central Station 5 min)
www.hillslearning.com

Premier Matchmaking Service for Gentlemen and Japanese Women

We offer a highly personalized matching service for a single professional man and a single Japanese woman who are looking for a life partner.

Free initial meeting in Manhattan (NYC) on Wed 6th (Sat) & 7th (Sun)
Make an appointment today at <http://www.meetjapanlady.com/>

MeetJapanLady.com
Located in USA & TOKYO

Iroha Nihongo

3 class levels available at each location

NYC: 3 class levels
Kanto City and Center
New York 10020 Tokyo

www.irohahighway.com/

こはたんずか

"KORE WA NAN DESU KA"

Learning Japanese!

Just! The place is a specialty, convenient while shopping and dining at a restaurant. You pay prices at the new place to buy or eat and pay "taxes" on those dishes.

SUMMER DAY CAMP 2015

Judo, cultural education and other fun activities

Students: Hiyoshi Junior High, Japan Middle School, De Winton Junior College

June 15-19
June 29-July 2

Age: 5-12 year olds
Times: 9am-3pm
Fee: \$600/terms

*Extended day option is +\$40/day

KBI Martial Arts 2nd Avenue Dr.
Tel: 646-828-7954
www.kokubuhudo.com
information@kokubuhudo.com

A few locations: 100th St. 100th St. 100th St.



Madison/West	The Nippon Club	Yoko
160 W. 57th St. (at 5th & 6th Ave.)		
212-697-3223		
Chelsea	Bokuto Proven New York	Belmont
710 Broadway #202 (at 7th & 8th St.)		
212-255-0755		
Lower Midtown	Tokemot Geography Clinic	Chelsea
37 West 34 St. (at 5th Ave. & 34th St.)		
811-525-2131		
Soho	Kanzen House	Manhattan
101 Broadway St. (at Prince & Houston St.)		
212-686-6232		
Manhattan	Heiko-ko Nishio/Kenzo School	Manhattan
202 E. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Okura School	Manhattan
200 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-255-0755		

MARTIAL ARTS

Upper West	O-Den	Manhattan
107 Broadway #202 (at 7th & 8th St.)		
212-697-3223		
Upper West	Kokoro Dojo Institute*	Manhattan
300 W. 14th St. (at 1st St., 14th St. & 15th St.)		
866-625-7554		
Upper West	Shokunyu Matsubara*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Upper West	UWS Bushido Karate*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-255-0755		
Upper East	Aikido Shihan Dojo	Manhattan
300 E. 14th St. (at 1st St., 14th St. & 15th St.)		
866-625-7554		
Manhattan	New York Bushido	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	Shinjyutsu New York*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	Shinjyutsu Kenpo Matsubara	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
866-625-7554		
Manhattan/West	World Bujutsu Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	KYOKUSHIN KARATE*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	Shido Kenka	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
866-625-7554		
Manhattan	New York Aikido*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	U.S. Budo Kai-Ken*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	World Budo Karate*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	Kanzen Proven Dojo	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	New York Jiu Jitsu*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		

Manhattan	Kan Zen Institute	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Disiki Judo Club*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Aikido of Park Slope	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	School of Ninjutsu	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		

Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Kanzen Proven Karate	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		

OTHER

Manhattan	Catapult Club	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Sami Weaving Arts	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	DracoDrift	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	Hollyhock Garden	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	The Nippon Club	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	Toko Shoji M.C.*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	SDEA Meeting	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan/West	The BQJ*	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Sackie In & Bruce Co	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		
Manhattan	Toko Ryudo	Manhattan
107 W. 14th St. (at 1st St., 14th St. & 15th St.)		
212-478-8531		

Japanese CROSSWORD



Across

1. "Tofu/yofu" is Japanese
4. Meaning "child/son", this kary (Japanese character) is often used as part of female names
5. Locally produced craft sake
7. The postpositional particle means "to" (directional) and "right" (time)
8. Buckwheat noodles
9. A popular pork-based ramen soup is called ____ katsu
11. Always used to refer to future generations, this word means "surely" and "without fail"
12. Nagisa ____ is an auteur film director famous for Tokyo Story (1953)
14. "Sushi" is Japanese
15. Postpositional particle meaning "in/at" (the position of something)

Down

2. Jishi is the name of sakaki which ____ (Prunella) bloom in Japan
3. Added at the end of a sentence, this particle makes the sentence into a question
4. A wedding ceremony is a ____ shiki
6. Flat square-shaped Japanese cushion
13. Famous highland meadow incorporating the geishas of Gion, Fushimi and Kyoto
13. "Hosoya" is Japanese



©Copyright 2011 by John Wiley

Entertainment Event / Leisure

Exhibition

Through May 30

George Hirose's Photography

The Lower East Side Preservation Initiative

Beginning May 31, four photo-

graphs by George Hirose

will be an exhibition in part

of the Lower East Side His-

tory Month and in celebra-

tion of the 50th Anniver-

sary of the NYC Landmarks

Law. The show will be in

cooperation with the work

of five photographers that

have also done extensive

creative documentation of

the East Village. A limited

number of copies of the publication "East Village: Lens as

the Lower East Side" may also be available at the opening.

Location: The Greenwich Village Cultural and Educational Center

111 E. 4th St.

NY 10002



photographs. He generates the design behind his works. He explores his unique vision through paintings, sculptures, music and video works.

Location: 12 White St., Brooklyn, NY 11225

TEL: 407-787-3348

www.shopstickshelb.com

Performance

June 21

Kiribati Dance and Songkoku Music—Solon Serries

No. 52

Sashie He

Through the performances of the Kiribati Dance, Shogun

Sagyo and the classical Songkoku music, Kiribatu Serries

Series No. 52 will explore the life of women (play girl) and

choreography (dance) in traditional entertainers, described as

the perform and play who played a sacred role in Japanese

history. Originally a Noh play adopted by a Kiribati dance

Shogun Sagyo narrated an episode about a perform

Sagyo and a courtesan/Robinson while Kiribatu is

about the experience of entertainers lives.

Location: East Village Institute

434 W. 136 St., (bet. 36th & 46th Ave.), New York, NY 10019

TEL: 212-637-4283

www.hipsterfestival.com

Event

June 12-22

Japanese Gourmet Fair

Katzen

New York's oldest Japanese grocery store, Katzen will

host a Japanese Gourmet Fair from June 12 to 22 at their

Midtown East location. During this period of time, customers

can enjoy a variety of Japanese gourmet items. On the

12th and 13th, a simple market. Several will provide free

samples of original pork buns. Between the 15th and 16th,

special crab meals, soft and crunchy by a bento master from

Hokkaido will be on sale. Also, there will be a Kuzo (black

vinegar) temple sale by Sakamoto Kasei, Inc. on the 18th

and 19th.

Location: 234 E. 38th St., (bet. 2nd & 3rd Ave.)

New York, NY 10017

TEL: 212-754-3344 / www.katzen.com

Through May 31

Japan Exhibition: Strange and Beautiful

Shaposhnikov Lab

Sergei Lee (from South Korea) and Shoko Ohyama (from

Japan) are having a joint exhibition — "Strange and Beautiful"

— which is now open to the public under Shaposhnikov Lab

in Brooklyn. This exhibition explores perspectives on

how the world is structured through Ohyama and Lee's

works. Ohyama has been focusing between photo-realistic

and surrealistic images, while sculpting, famous cartoon

characters and scenes to create his pastages. Heavily

influenced by cut and paste and his sampling of Hip Hop

culture, he invites viewers into a hyper realistic dream

world with his work. Lee lived in Japan for 10 years before

settling in the U.S. Taking objective views on post-WW2

War II South Korea and Japan under the influence of U.S.

Event Feature

June 20

Premium Sake & Shochu Tasting Event

Wuneelee Asian Foods, Inc.

The 8th annual New York Premium Sake and Shochu

tasting event will host close to 25 different Japanese

sake and shochu companies as well as 15 different

food companies. This year's tasting will feature sake

and shochu that have been popular year after year, the

all stars of sake and shochu. Attendees will be shown

which Japanese sake and shochu pair best with what

foods, and some great shochu cocktail recipes will be

discussed. A Japanese sake tasting contest is also

scheduled, among other exciting stuff!

Wuneelee invites all leaders of the food and drink

industry in New York, along with restaurant owners,

beverage directors, liquor stores and catering

companies to join us for this special event! This 8th

event is free of charge (donation only), so please

RSVP by no later than June 10th. Must be 21 years of age

or over; no children will be allowed at this event.

Location: 230 5th Ave. (bet. 29th & 30th St.) New York, NY 10001

TEL: 212-694-9600 / www.wuneelee.com

June 1-30

Sweet Potato Shochu Special**Kamasa Japoco, Nozaki Café Zen**

Savory saké-style restaurant, Nozaki Café Zen will offer Kamasa Kuro Japoco potato shochu by Kamasa Japoco for a special discounted price during the month of June. Using the distiller's original production method, this shochu distills liquids in the skins and stems of sweet potato. Its profoundly smooth and sweetness lingers in one's mouth and lingers a long time. Those who order any kind of ramen dishes accompany a glass of Kamasa Kuro for \$5.75 (Reg. \$7).

Location: 30 St Marks Pl., (bet 3rd & 2nd Aves.), New York, NY 10003
TEL: 212-533-1820 / www.nozakicafe.com



information and more. But a Koko can't just sit there. Their company values "Koko Fashion" - safe, comfortable, and reliable clothing with high functionality that can keep up with ever-growing kids. For Memorial Day Weekend, chopsticks members can use the code HAPPYMEMORIALDAY at the least to receive 30% off of everything in their cart!

Available online and in-store
Location (Upper West Side location):
 470 Columbus Ave., New York, NY 10024
TEL: 212-347-1415

(Tokyo location):
 375 Greenwich St., New York, NY 10013
TEL: 212-647-0833

(Soho location):
 73 W. Houston St., New York, NY 10013
TEL: 212-677-3764
www.kokobaby.com

June 22-28

Enjoy Sake and Ramen at Kikasa Night**Kikasa Shabu / Nozaki Shabu**

From June 27 to 28, Midtown's ramen hotspot, Nozaki Shabu, will host Kikasa Night. Customers who order any kind of ramen can enjoy Kikasa Shabu sashimi (unpasteurized fresh sash) featuring Kikasa Kikasa Shabu for \$10 (Reg. \$12). Also, there will be a raffle offered to anyone who orders Fugu-shabu, providing a chance to win Kikasa's original goods. Fugu-shabu has a rich full-bodied flavor with a refreshing clean finish. Nozaki Shabu will also introduce their brand new menu "Cold Gyoza-don Ramen" during the event.

Location: 222 E. 4th St., (bet 1st & 2nd Aves.), New York, NY 10007
TEL: 212-368-6797

**\$60 Off Promotions Try New Hair Cut by Coco Grand Luxury Fossil Fifth Avenue**

Luxury hair salon by French celebrity hair stylist, Julien, feel it now offering discounts for those requesting a hair cut with Japanese stylist and colorist Coco Grand. She specializes in dry cut, she creates styles that can be easily set and manageable. Until the end of June, her haircut is offered at \$100 (Reg. \$160). Also offered at the same time is blow dry with treatment for \$10 (Reg. \$160). To receive the promotion, mention Chopsticks NY when making an appointment. Call Coco at Coco directly. Coco also does wedding/event hair styling and updos/bridal hair.

Location: 409 5th Ave., (bet 34th & 35th Sts.),
 Douglas Plaza Hotel, 4th Fl., New York, NY 10018
TEL: 212-673-8700 / 212-679-6498
www.julienhair.com/www.cocogrand.com



as a stylist both in Japan and New York.
Location: 222 E. 4th St., (bet 3rd & 2nd Aves.), New York, NY 10007
TEL: 646-859-0650 / www.hairloopy.com

Free Brightening Kit for 100 Customers Sancer American, Inc.

Sancer American, Inc. introduced their new skincare collection called Sancer to the U.S. last summer. Their collection consists of six products, including cleanser and exfoliant cream. The brand's brightening formula was made from balanced herbal ingredients and technology that diminishes the appearance of dark spots and skin discoloration. Until June 30, Sancer is giving away its seven-day trial kit to 100 lucky people who sign up for their newsletter (from the e-mail website below). Don't forget to enter the sign-up code 0255.

www.sancerinc-us.com

\$20 Off for New Customers Sancer Wave

Beginning after mid-June in spring 2014, Japanese hair salon Sancer Wave is offering special deals until July 31. First-time customers who receive any service over \$45 can get \$20 off. All of the salon's stylists have over 10 years experience and

are well known for their coloring techniques, such as their online highlights option.

Location: 727 2nd Ave., (at 54th St.), New York, NY 10022
TEL: 212-655-3399 / www.sancernewyork.com

30% Off for New Customers**Yukie Hair & Nail Salon**

Upscale Japanese style nail salon and spa, Yukie Beauty Spa, and hair salon, Hearts New York, have merged businesses this March to a new one-stop beauty stop, Yukie Hair & Nail Salon. To celebrate its opening, the beauty salon is offering all new services for 30% off to new customers who receive any services by July 31. Mention

Happenings**Children's Wear Memorial Weekend Sale 6 & 2 Kids**

founded in 1995 in Kobe, Japan, 6 & 2 Kids provides the highest-quality children's clothes at a reasonable price. Full of funky accessories, great clothes, toys, and parenting

30% Off Keratin Straightening**Enka New York**

Recently opened in Midtown East this April, Enka New York is offering their keratin straightening for 30% off (Reg. \$250 and up) until July 31. This keratin straightening delivers and smoothes the condition of hair textures. After the straightening, hair doesn't puffy, and easy to style for up to 12 weeks. Mention Chopsticks NY to receive the promotional price. Before New York keeps up to date on the hottest hair trends, and this salon has extensive experience

Chopsticks NY when making an appointment!

Location: 40 E. 34th St., 3rd Fl. & 4th Fl. (between Ave. C & Ave. D), New York, NY 10017

DL: 212 679-8000 / www.happy-up.com

Special Stress Release Package

Do Heals Center

Do Heals Center focuses on holistic therapy treatments, Japanese acupuncture and Chinese massages created for relieving stress and pain. Until June 30, Do Heals Center is offering their Stress Release Special Package for \$119 (reg. \$238). Included is a 30-minute herbal sauna, 50-minute full-body massage and 20-minute acupuncture.

Location: 37 E. 4th St., 3rd Floor (between 1st Ave. & 2nd Ave.)

New York, NY 10017

DL: 212 599-5300 / www.doheals.com

Free 50-minute GRI Gel Peel Promotion

Dr. Qi Labs USA



Dr. Qi Labs is the leading doctor's cosmetic brand in Japan consistently receiving leading edge dermatology and striving to provide the best skin care products in the world so that people can live

their lives with confidence while looking their youngest everyday. Those making a purchase of over \$148 in Dr. Qi Labs online shop can enjoy this special Chopsticks NY promotion code: **WOT22** as checked for a free gift set! This exclusive set includes Dr. Qi Labs' GRI Gel Peel (2), Herbal Serum (2), Herbal Cleansing Lotion (2) and Aqua-In-Creme Super Essence. Promo code only valid until June 30. www.doheals.com

\$99 Triple Vitamin C Facial Special

Spa Kasei NY

Spa Kasei NY is dedicated to providing stress relief and skin renewal services tailored to each individual's needs. They offer an array of facials and shoulder & decollete massages meant to boost fatigue, renew and refresh skin. Until June 30, Spa Kasei NY is offering a Triple Vitamin C Facial for \$99 (reg. \$169) to celebrate



its 10th-anniversary. This treatment is great for fighting saggy skin, improving collagen composition and preventing wrinkles and open pores from occurring.

Location: 15-W 46th St., 3rd Fl. & 4th Fl. (at 10th St.)

New York, NY 10018 / DL: 212-739-1337

www.spakasei.com / happyupchopsticks.com

15% OFF All Kitchen Knives

Sato New York

Sato New York is carrying more than 100 different kinds of kitchen knives, offering 15% off all kitchen knives from June 1 through 30. The knives on sale include high-grade forged, Zwilling. Since its foundation in 1990, Sato New York has obtained high-quality Japanese knives, kitchen and house products for both professional chefs and restaurant owners as well as home users.

Location: 478-204 St., Long Island City, NY 11101

DL: 718-672-5437 / www.sato-ny.com



\$50 OFF for New Castles

Go-in Sensai Center

Go-in Sensai Center of New Castle Shinto is a "tongue-pressure" technique to cure body aches. Master Norihiro Sasaki will help remove energy blockages and restore self-healing power to your body. The all-natural treatments are based on the thousand-year-old practice of acupoint stimulation and have gained to cure pain without surgery. The hour-long treatment usually costs \$100, and new clients receive a \$50 discount for their first visit until the end of July. Mountain Chopsticks NY when making an appointment.

Location: 307 E. 20th St., 3rd Floor (between 1st Ave. & 2nd Ave.) / DL:

New York, NY 10002

www.goinsai.com



Happenings Features

Limited Offer: Free 2-Month Subscription to Nikkei Asian Review Nikkei America, Inc.

To celebrate the launch of the Nikkei Asian Review's new India 48 section, Nikkei America, Inc. is now offering a special subscription campaign through Aug. 31. Those who sign up for a one-yearly subscription of "Digital First Plan" during this period of time will receive the first two months free. The monthly fee is \$20 otherwise. Customers who receive the Digital First Plan will have full access to the mobile application and will also receive the printed issue every week. Nikkei America, Inc. provides a temporary ID for those who are interested in this trial campaign. Nikkei Asian Review is an esteemed Asia-focused English-language publication



that brings insight on business, finance, economics and political news in Asia. India 48 offers up-to-date information on more than 48 of the country's publicly listed companies, selected based on their market capitalization and growth potential among other factors. To sign up or for more information, contact the email below: atl@nikkei.com

SADRI Weaving/Fashion Design Collaboration Loop of the Loom

To celebrate its 10th Anniversary, Loop of the Loom, New York City's only SAGRI hand-weaving studio, presents a special exhibition called "We've Been Weaving Together!" along with a non-profit organization SAGRI Arts NYC, from Apr. 17 to 25 at TUNR Cultural Center in Manhattan. In the exhibition, artworks beautifully made by select New York-based designers and people with disabilities in Japan were displayed. This SAGRI Weaving and Fashion Design Collaboration event was made possible by using the fundraising arts "Kickstarter" to successfully raise over \$10,000. SAGRI Arts

NYC inspires to improve quality of life through the creation of a weaving community that embraces interdependence diversity in each of us and nurtures the human spirit. Also, they offer evening as an opportunity for budding as well as confidence and independence for people of all abilities.



www.loopoftheloom.com
www.centerforjap.org

NEW
RELEASE!



Herbal O2 Series

Herbal O2 Series by Dr.Ci:Labo will relieve dry and rough skin with the power of enzymes and natural herbal essences.



Herbal Cleansing Lotion O2
5.07 fl.oz./150 mL \$28.00

Herbal Gel O2
2.42 oz./68g \$29.00

Herbal Serum O2
5.27 fl.oz./150ml \$42.00
10.20 fl.oz./300 ml \$72.00

Receive a free gift when you make an online purchase of over \$140

Coupon Code : AXDTR

Valid Thru 6/30/2015

Gifts

*Herbal Gel O2 (10g/0.35 oz.)

*Herbal Serum O2 (25ml/0.84 fl. oz.)

*Herbal Cleansing Lotion O2 (15ml/0.50 fl. oz.)

*Aqua-In-Tense Super Essence (8ml/0.27 fl. oz.)

*Cannot be combined with any other coupon.

*Coupon code shown above is only while supplies last.

*Gift with purchase will be added to your order with total applicable amount after using coupon.

www.cilabousa.com/account

To sign up, access our official website



NOW AVAILABLE IN
NEW 20.3 oz. BOTTLE



 **SAPPORO** | LEGENDARY RISK

ENJOY THE CRISP, CLEAN TASTE
INHERITED FROM SAPPORO PREMIUM

PLEASE SHARE SAPPORO RESPONSIBLY ©2015 SAPPORO U.S.A. INC. NEW YORK, NY SAPPOROLIGHTER.COM